

DOES THIS APPLY IN



When it comes to the customer experience this is one of the most frequent questions Colin Shaw is asked – the answer is YES!

Does Customer Experience apply in B2B, B2B2C as in B2C? This is one of the most common questions I am asked. My answer in return is simple, 'are your customers human beings'? In all cases so far the answer has been 'yes'! The first thing to realise is that people are not always logical and rational, in fact people are irrational. How many times do you repeatedly press a lift button in the hope it will come quicker? It is illogical to think it will come faster. How many times have you got annoyed with your computer and shouted at it? What superstitions do you have?

People are irrational not logical

When I speak at conferences I have a routine I go through which I, irrationally, think will bring me luck and improve my performance. It's not logical. People are irrational and therefore your Customers are, whether they are B2B, B2B2C or B2C. So why do we build logical processes and then wonder why Customers don't follow them?

To design a great Customer Experience you need to understand how Customers buy, why they stay with you or why they leave you. To build an effective Customer Experience you need to understand their psychosocial make up, how they feel and why they act in the way they do. I would agree that B2B is more complex and Customers are more sophisticated in hiding how they feel, therefore the challenge is greater, but 'Life's tough, then you die'! Get over it!

Everybody is a customer

The B2B2C is even more complex. If you are an Insurance company who sells to brokers as a middle man, who then sells to the end Customer, the most common question I am asked is 'who is my Customer', the broker or the end Customer? The answer is both.

For example, car dealers sell through dealers. Many manufacturers will tell their dealers what the show room should look like or even what the colour of the carpet should be, but fall short on telling them what experience they should give Customers. This is a mistake. In my view the car manufacturer should define the

experience they are trying to deliver in the contract with the dealer and specify the end feelings they want Customers to experience. This should then be measured and if the dealer doesn't support this, they should get a new dealer.

Pictures of product or customers?

One of the biggest problems with the B2B/B2B2C environment is that people in the organisation's corporate Head Office can be so far removed from the Customer they lose touch. I can tell as soon as I walk through the door of these places. Just look at what is on their office walls. What pictures do they have on their walls? Pictures of their product or their Customers? This is one indication of whether this is a product or Customer centric organisation.

This is all great theory I hear you say, but in reality it doesn't work. It does and I have the evidence. One of our clients, Maersk Line, was independently vetted by Forrester who recently wrote a case study on them. Maersk Line is one of the largest container shipping companies in the world and, as they are in logistics, have a very left brain, analytical bias.

At the beginning of our project we discussed everything I have referred to in this column. We had the same conversation about an emotional experience; they saw the light and implemented a large programme. Over a 30 month period they improved their net promoter score by 40 points. So this is possible, it is just a question of whether you are willing to put in the effort to build a great Customer Experience. ■



Colin Shaw is founder and CEO of Beyond Philosophy www.beyondphilosophy.com/ one of the world's first organisations devoted to customer experience. Colin is an international author of four best-selling books. Follow Colin on Twitter [ColinShaw_CX](https://twitter.com/ColinShaw_CX)