

Who cares what Women think, Business is a Man's world...?



Author: Colin Shaw, Founder of Beyond Philosophy






Beyond Philosophy Services:

Beyond Philosophy is recognized as the worlds thought leaders in Customer Experience. We have written three international bestselling books on the subject. Formed in 2002, Beyond Philosophy works internationally with organizations such as IBM, FedEx and American Express to name a few, from our offices are in London, England and Atlanta, Georgia, USA.

We help improve our clients Customer Experience by harnessing our knowledge and experience of practical implementation around the globe. We have proven expertise in de-risking implementations, increase speed of project delivery and saving costs through our engagements. Our tools and techniques are renowned for their practical application and have been tried and tested in many sectors.

Our services are:

Strategic Guidance – We work with all levels of management in an organization and guide them on the decisions that need to be taken to improve their Customer Experience. We start by asking three key strategic questions:

-  What is the Customer Experience you are trying to deliver?
-  What emotions are you trying to evoke?
-  Is your Customer Experience deliberate?

Our consultants work with the organizations to answer these key questions and put in place actions that will improve the organizations revenues, retain customers and save costs.

Training – We have well developed training programs for organizations from senior leadership to front line people. We also have developed specific training for Customer Experience professionals, whom we train and certify on our tolls and techniques. We believe in “experiential” training, getting the delegate to feel what their Customer Experience is really like. We use real-life case studies to demonstrate our key points.

Market Insight and research – We specialize in conducting Customer insight on the subconscious and emotional aspects of the Customer Experience. We have developed models, with London Business School, that can predict revenue benefit an organization can enjoy through improving their experience. We put in place measurement tools that can measure the total Customer Experience.

Conference speaking – We have a team of people who deliver high quality conference speeches around the globe on how to improve your Customer Experience.



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And that's what too many people are still saying - if not out loud, then at least in their minds. If only they knew how much business they were losing because of this attitude. In my view, women are one of the most under estimated resources and channels in the business world today. They are a massive source of talent - particularly because they are generally more "in-touch" with their feelings than men and, critically, because they make most household buying decisions as consumers.

Who is your real customer?

I was speaking with Tom Peters at a conference in the USA a few weeks ago and Tom suggested "Eve-olution" by Faith Popcorn was a good read. He was wrong, it's a great read! Faith informs us that in the USA women buy 80% of all consumer goods, 51% of all consumer electronics, 75% of all OTC drugs, 50% of all cars (influencing 80% of all car purchase decisions) and so it goes on. The message is, women buy loads of stuff! As Alan & Barbara Pease outline in their book "Why men don't listen and women can't read maps", men and women are different. No if, but or ands - we are different. We have been hardwired in a different manner due to the roles we have performed since pre historic times. If you fail to realise that then you will fail to capitalise on the talent in your organisation, as well as alienate your "real" customers. We were recently working with one client where we asked them who their customer was - a debate ensued. Who calls their technical support line more? Men or women? They weren't sure - they had a view but weren't really sure. Who calls their billing teams? Men or women?

Again they weren't sure. They didn't know – and in my experience this is quite common. They were treating everyone the same - in my view there is an inherent danger in just assuming it all should be the same. Read the books I have mentioned and if you're not already convinced you will be!

In research we undertook last year we found women are more trusting of companies than men. We found that when entering a Customer Experience women are more confident than men. So what is the issue? The issue is simple. In your business who buys more men or women? Do you know? If not, you should know - otherwise how can you build a great Customer Experience that meets your real customers' needs? Knowing the answer to this question should determine your advertising, the types of people you employ and the way your company designs its Customer Experience. Important stuff!



Wasted talent

Those of you who follow our “Seven Philosophies for building a Great Customer Experience” will know that we believe that emotions are a key part of the Customer Experience. In fact consumers say that emotions account for over half of every Customer Experience they have. One of the challenges we set for the Boards of companies is “what is the emotion you are trying to evoke in your customers?” You wouldn’t dream of leaving the physical aspects of the Customer Experience to chance, so why do it with the emotional side of the experience. A deeper question is why this hasn’t been thought of before? Why, because most businesses are still run by men and because boards of companies are still, in the main, run by men who are between 50-60 years old who have climbed the ladder by being good at the physical left brain stuff. We men are not renowned for being in touch with our feelings.

As we move more into the Customer Experience becoming the next competitive battleground, we must call more on the talents that live within our organisation. We should not call women “Honorary Blokes” (as I heard them described the other day!), but instead, celebrate the differences and use the differences to enhance your Customer Experience!

About the Author

Colin Shaw is the Founder of Beyond Philosophy, a consultancy, training and Customer research organization. They are recognized as thought leaders in the Customer Experience and are located in London, England and Atlanta, Georgia USA. Colin is an International bestselling author and widely acclaimed public speaker. For further information on the Customer Experience, and to read Colin’s blog and videos, please visit Beyond Philosophy at www.beyondphilosophy.com