

Why Companies Have No Sense!



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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 tools 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.



Why Companies Have No Sense!

How many senses do you have? The answer **six!** Sight, sound, touch, taste, smell and common! How many senses do you use when planning your Customer Experience? If you are like many of the companies you haven't really given it any thought. In my view your company therefore doesn't have common sense!

Why do I say this? Simple. We all use our senses to gather information about the world around us. This is the root of the Customer Experience. Imagine not having any sight, sound, touch, taste or smell. There is no data input and therefore no Customer Experience. But the issue is that customers do use ALL their senses when gathering information about you and they then make subliminal judgments about you. Are you in control of this or not? Let's take a brief look at these senses, which will feature in a more extensive way in our book, Revolutionize your Customer Experience™.

Touch When Jo, my PA joined Beyond Philosophy™ I gave her a copy of another company's brochure and I asked her if she thought they were a quality company. She looked at the brochure, and then picked it up, and without thinking, rubbed the brochure between her index finger and her thumb. Subliminally this was an input for her to judge the quality of the company.

Sight Look at what happens when you go into a supermarket. You are confronted by quite a bright environment. The packaging is brightly colored or just plain, all in an attempt to "catch your eye". The issue is that there are so many visual messages that your mind can not deal with them all at once and everything blurs together. Of course, subliminally you look at the packaging, at the size of box, and the design. Then the "bag of chip syndrome" hits you. You buy the chips and you think "boy there are going to be a load of chips in there!" Then you open the chips and there isn't. You are disappointed. How many times when you buy something do you say; "Why did they put it in this size box?" Your physical and emotional expectations are not meet.

Sound

Typically in a DIY store you hear the intercom say; "Staff announcement. Would Bert Scroggins go to customer service, there is a customer waiting". Five minutes later there is another announcement; "Staff announcement, would Bert Scroggins go to customer service, the customer is STILL waiting". Haven't they heard of two way radios? Or pagers? Or telephones? Why do they inflict this on every customer? Do they think we want to know that Bert Scroggins is going to the checkout? Do they realize that when we heard the staff had not gone to the customer service area this tells us a wealth of information about the company attitude to customers. Clearly the first message is that Bert Scroggins is busy doing something more important than talking with a customer. Secondly, the company has an "inside out" attitude.



They are also prepared to inflict this message on everyone as it is the most effective way of sending out this message! Also music has a massive effect on how people feel. We are aware of one experiment where it was found that by playing music of a certain style and tempo that customers stayed longer in the shop and paid more attention to the merchandise.

Smell What smell is your company associated with? In a lot of stores it seems to be antiseptic! Again, after a spillage is cleared up no thought is given to what the store is going to smell like. What do your local supermarket or your shops smell like? I can't think of anything except the baker's shop with that great smell of bread. But again smell is massively underestimated as a way of improving the Customer Experience. In one shopping mall a sweet citrus smell was pumped into the shopping mall to see what the effect would be. People spend 45% more that week on all their purchases. So the issue here is simple. Companies have no sense as they are not using any senses. They focus on sight, but the other senses are dealt with in a haphazard way. You should be actively thinking about the senses you want to use and how you are going to use them to build a great 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