

NO AVERAGE CUSTOMER

How smart brands use CEM to help them get closer to their customers through segmentation based on attitudes, emotions and behaviors.

When it comes to consumer behaviour and indeed that of humans more generally, for decades the focus has been on discovering averages.

Unearth the mean average of any set of data and you present to the world a mythical benchmark from which all other behaviours and references can be gleaned.

To this day, many marketing folk still see merit in giving their average persona for any given application a name.

“Meet Tina, she is 39 years old, has 3.2 children, a mortgage she can't afford and a passing interest in the work of Ryan Gosling...”

Segmentation will never go out of fashion, understanding how tribes of humans are likely to behave in given situations will always have an application in behaviour mapping, irrespective of ultimate output.

From town planning, to launching a new hypercar, insight into your audience will always be vital.

But...Average? Average forces you to think in the middle ground. The middle of the road. The middle distance.

Average is well..... average.

So, is there another way?

Accepting that when targeting consumers, segmentation is a key driver in directing spend, how does the savvy operator slice and dice the data in order to obtain insight with real bite?

First things first. Your customers are not only individuals. They are emotional individuals, with attitudes and approaches to life as individual as the proverbial fingerprint. But you know this, so why reiterate a well worn point?

Because, the smart approach to decoding the purchasing behaviour of a target is to first understand how they think and combine that with how they feel.

If you have these metrics accurately mapped out you are in a much better position to successfully predict how they are likely to act.

And this individual action is not predicated on socio-economic grouping or segmenting based on the year you were born.

Brands have to think smarter, using psychology and behavioural science as their new benchmarks for truly insightful insight.

Considering the emotional motivations of the individual becomes a much more accurate barometer of how they will act and this, quite naturally, comes down to how they are feeling.

It really does boil down to attitude.

How an individual feels is the best indicator of their likely future action and therefore by implicitly understanding the behavioural patterns of your audience, you can more accurately position your brand central to their individual need states and profile.

Segmenting by attitude and emotion enables you to better influence customer action.

Think of this approach as de-averaging.



“Emotion is the strongest indicator of future action.”



“There is no excuse today to not know your customers, if you don’t, someone else will.”

Instead of forever focusing your insight efforts on mythical humans such as Tina, you are concentrating your understanding on the feelings and emotions that drive her in her decision making.

Because the potential for Tina at 39, with her 3.2 kids to suffer heartbreak after her fictional husband runs off with her fictional best friend - let's call them Steve and Susan - could be emotionally identical to that of Chloe, who at 19 has had her heart crushed by 22 year old lothario Mike.

And they both love ice cream.

So they both get a much needed self indulgent hug from a tub of Ben & Jerry's.

Different worlds of segmentation, with no traditional crossover in profiling, but identical in their emotional need states in that moment.

And both likely to act in an identical manner when seeking out a comfort hit. Well, assuming said brand has the insight to position themselves directly in line of sight of both Tina and Chloe...

It is becoming ever clearer that distinct motivations and expectations are not confined to a predetermined group of people who share 'similar' characteristics, ages or other traditional metrics by which we used to happily segment.

They come from a group who share similar attitudes and behaviours.

Which is where intelligent CEM programs come to the fore.

By implementing a system where you listen to your (often disparate) audience groups continuously and consistently, learning not just what they think, but more importantly, how they feel (and why) you are more likely to understand how best to engage with them at any given moment and influence them in favour of your brand.

So, forget looking at your customers through a single lens. Forget segmenting based just on age or on purchasing behaviour.

Forget your Baby Boomers or your Centennials. Forget your Millennials and your Gen X-ers

We live an increasingly multi-dimensional, multi-conversational, multi-channel existence, where the really smart data is mined from the emotional and the behavioural, not the anecdotal.

Ultimately, forget average.

To find out how ResponseTek can help you get closer to your customers in 7 days with our SpringBoard Best Practice CX Program please visit our website: [responsetek.com/contact](https://www.responsetek.com/contact)

NEXT WEEK'S POV:

EXPECTATIONS: the new metric for brands.

Expectations of a brand are nearly always higher than the actual brand promise, in the way that preparing for a first date is often more exciting than the date itself.

And as brand owners, it can be a tricky situation to manage.

To find out our POV on how to handle the expectations v reality challenge, stay tuned for next week.