

Understanding your Customers to Deliver Exceptional Experiences

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Customers

- Who the customer is
- What their characteristics are
- What is their customer journey
- Creating excellent touchpoints
- Building relationships



Customer Personas

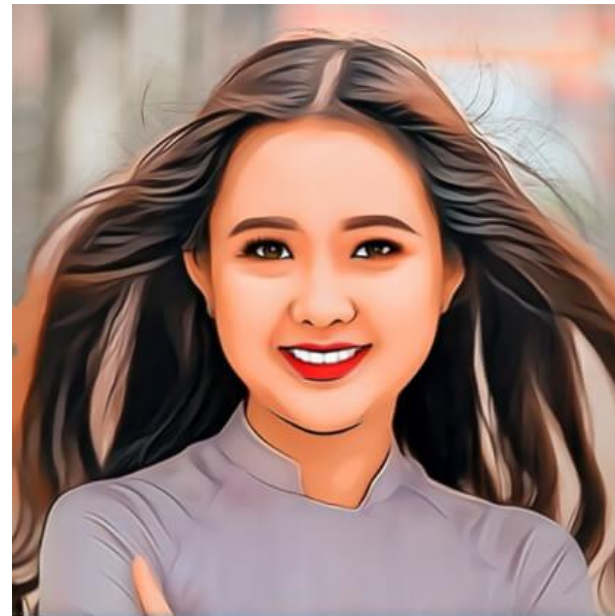
A thumbnail summary of the characteristics, needs, motivations and environment of typical customers



Persona content

- Demographics
- Psychographics
- Webographics
 - Internet usage
 - Social media usage
 - Search behaviour
 - Devices used
 - Email use
 - Time of day

Give them a name



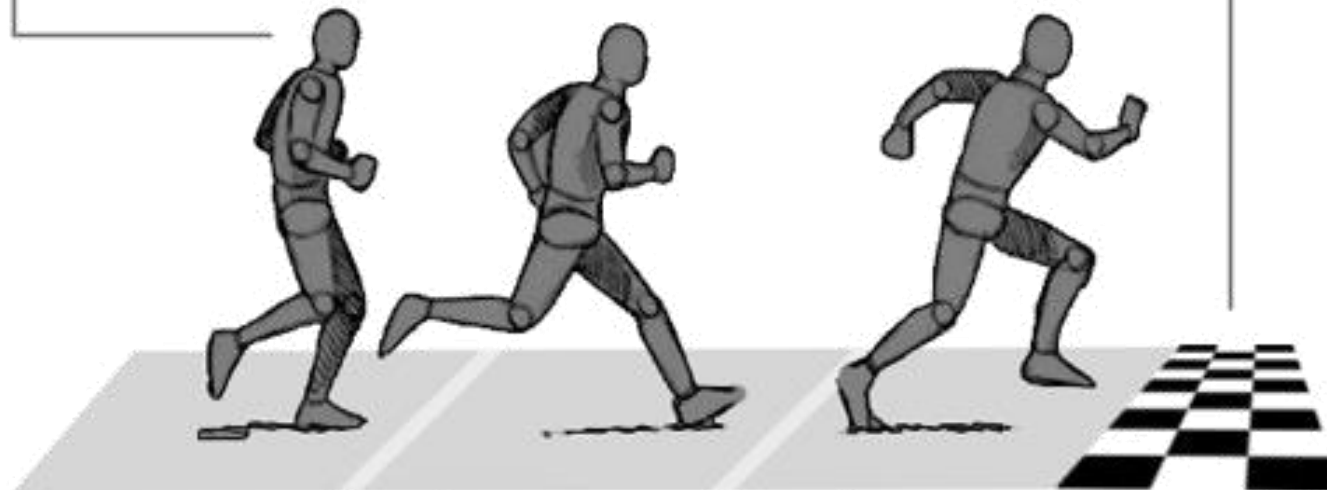
Goal Derived Personas

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.



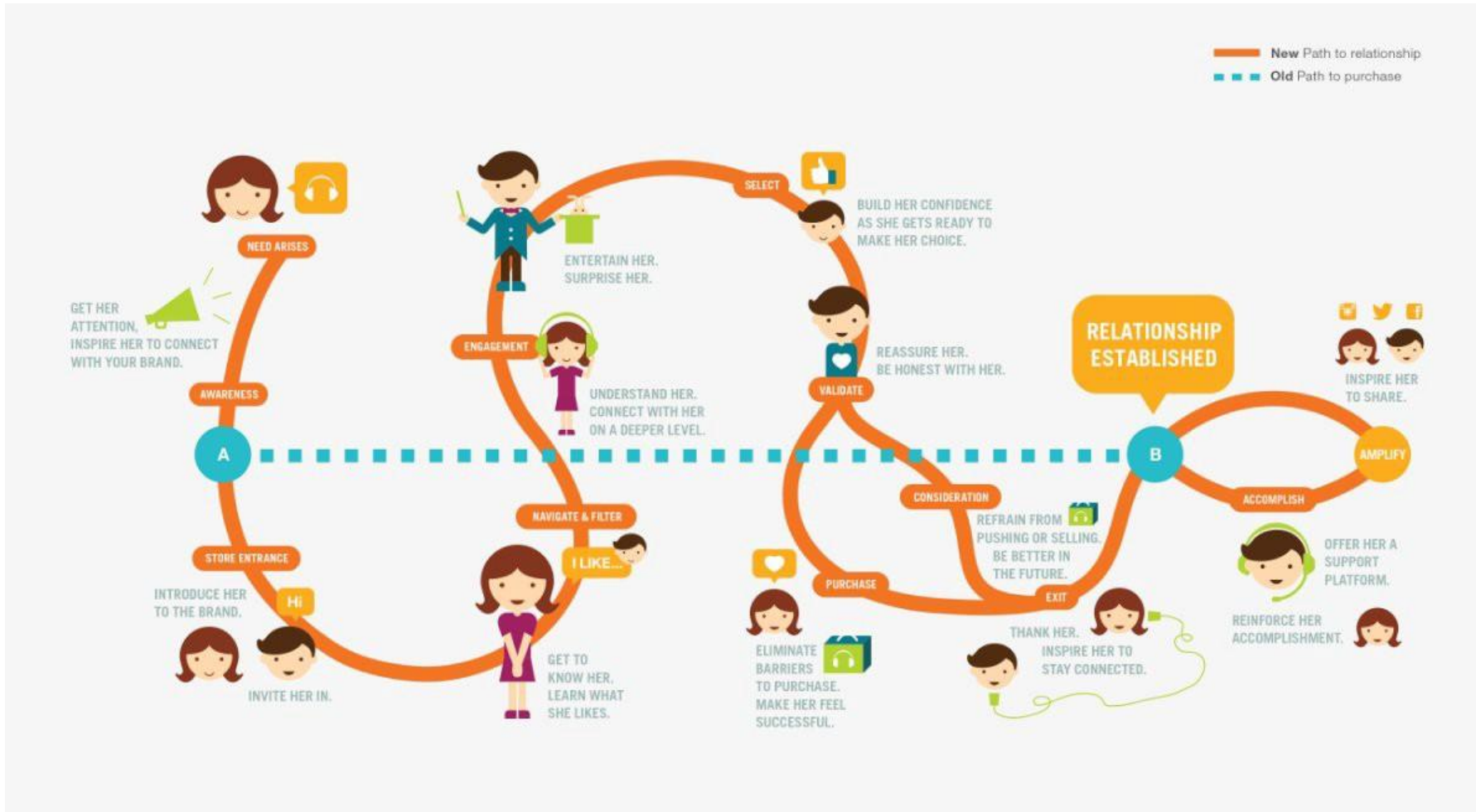
2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

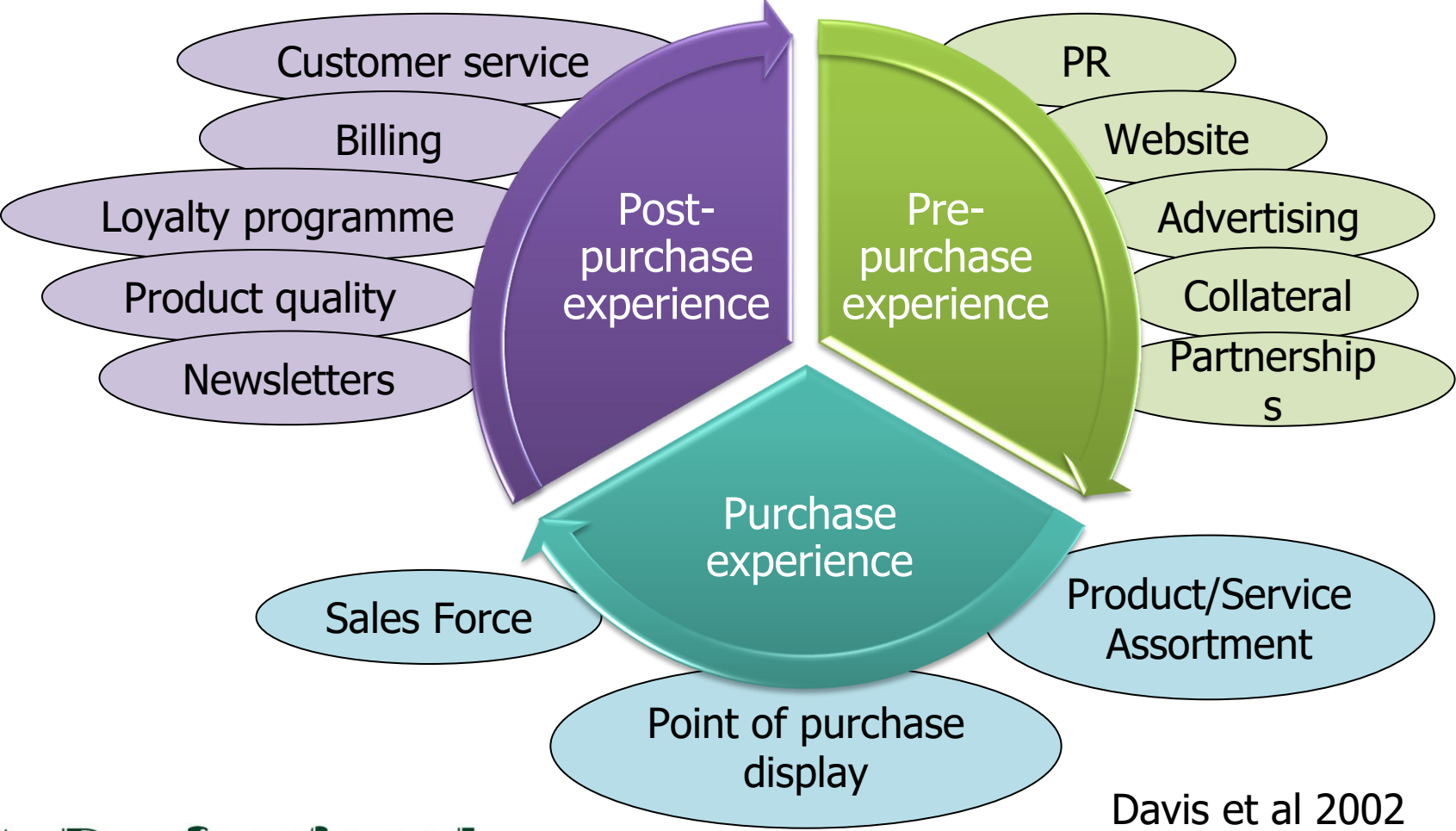
<https://www.smashingmagazine.com/2014/08/a-closer-look-at-personas-part-1/>



The customer journey



Touchpoints



Davis et al 2002



Digital Channels

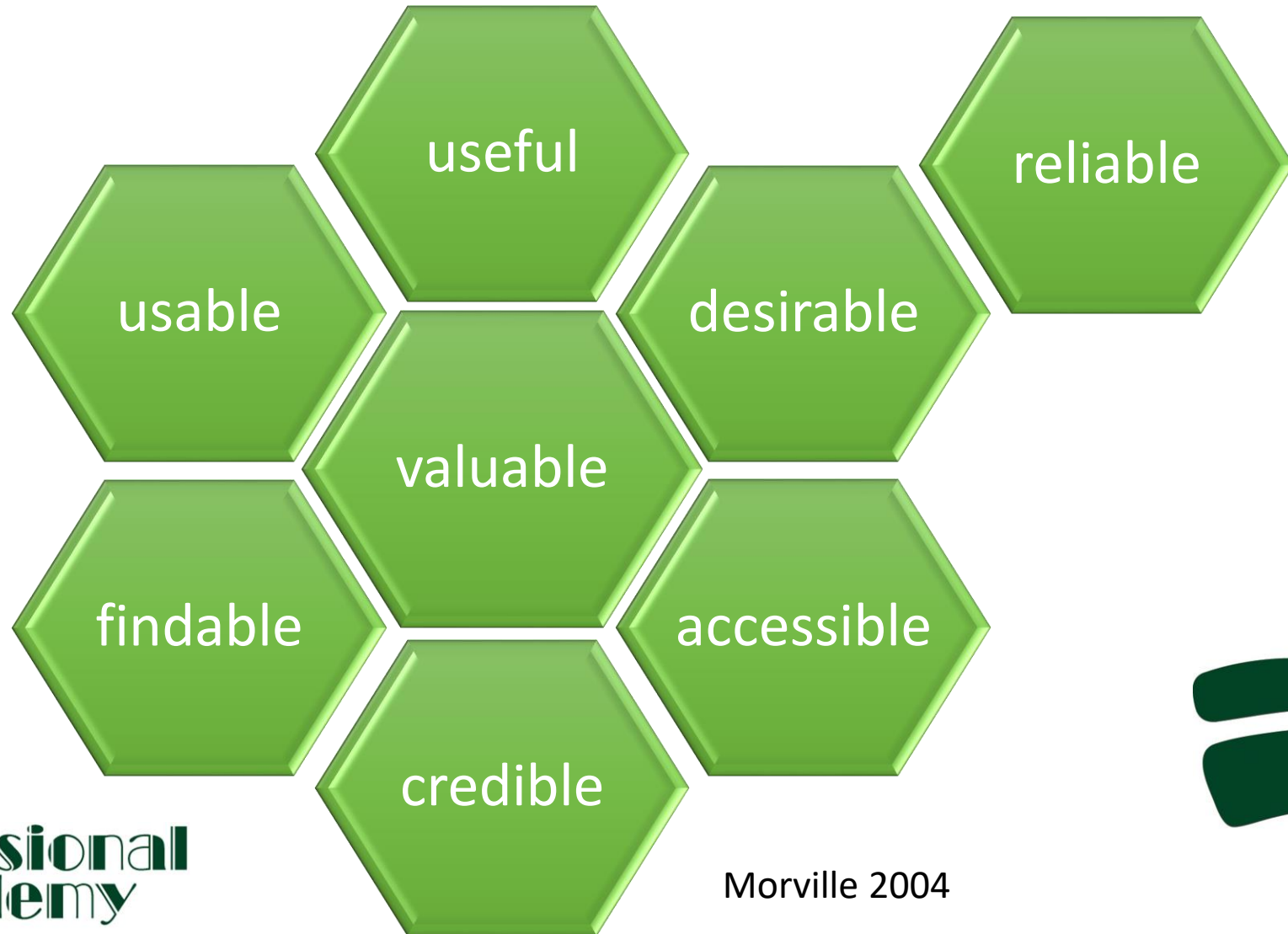


Journey stages

	Discover	Research	Purchase	Delivery	Post-Sales
Task					
Questions					
Touchpoints					
Emotions					
Influences					
Weaknesses					



User Experience Honeycomb



Thanks for watching!

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