

WHAT CUSTOMERS REALLY WANT

How to Bridge the Gap Between What Your Organization Offers and What Your Clients Crave

SCOTT McKAIN

SCOTT McKAIN is vice chairman of Durham Capital Corporation and vice chairman of Obsidian Enterprises, recently named as one of the fastest growing public companies in America. Mr. McKain is also a cofounder of The Value Added Institute, a think-tank focusing on creating enhanced customer experiences. He is a member of the Professional Speaker's Hall of Fame and a frequent commentator on FOX News Channel. Mr. McKain is also the author of *All Business is Show Business*.

Mr. McKain's personal Web site is at www.scottmckain.com.

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MAIN IDEA

There is a fundamental disconnection between what customers really want and what businesses currently offer. Customers want a personal connection with the people and the organizations they do business with so the outcome is a compelling experience rather than a mere transaction. When this happens, your product or service itself becomes compelling rather than just a commodity which can be purchased anywhere. This business-to-consumer disconnection frequently occurs in six major areas:



What business now supplies	Customer service	Product focus	Endless prospecting	Sameness	Confusion	Status quo
What customers really want	A compelling experience	Personal focus	Reciprocal loyalty	Differentiation	Coordination	Innovation

To bridge this gap, two actions are needed:

1. Increase the amount of time you devote to strengthening the culture of your organization.
2. Focus on building the relationships you have with customers so you provide them with a progressively better experience.

“It is possible for you to establish greater connections with your customers, provide them what they really want, and grow your business – all without expending significant amounts of money. This is more of an exercise in commitment and execution than budget. It’s having the right philosophy about what your business is really all about.”

– Scott McKain

Disconnect #1 – Customer service vs. A compelling experience. Page 2

Too many organizations confuse the concept of “customer processing” with “customer service” and “customer experiences”. Each of these three terms represent a different level of customer interaction. Customers want their purchases to deliver an engaging experience. When that occurs, feelings of passion and excitement are generated which easily differentiate one business from all others. In short, the key to generating memorable experiences is to treat your customers like you’re going to see them every day for the rest of your working life.

Disconnect #2 – Product focus vs. Personal focus Page 3

Many organizations focus so intensively on their products and product attributes they end up losing sight of the fact they should be focusing on the needs of their customers instead. It’s fine to have an intensive product focus as long as you have an equally intensive customer focus every step of the way as well. You want everyone in your organization to feel a passion for meeting the customer’s needs.

Disconnect #3 – Endless prospecting vs. Reciprocal loyalty Page 4

Customers want to be loyal to their suppliers but are often put off by the fact the companies seem more interested in getting new customers than in serving existing customers well. To change that, make customer retention a higher priority than customer acquisition. Treat your clients with respect and dignity.

Disconnect #4 – Sameness vs. Differentiation. Page 5

More than anything else, customers want products that are different. Most organizations offer sameness, and therefore become boring and predictable. If you don’t offer something distinctive, then you’re selling a commodity, and you’d better be prepared to operate by the rules that dictate success in commodity based industries. To avoid that, do something that stands out from the crowd.

Disconnect #5 – Confusion vs. Coordination Page 6

Customers want businesses to speak with a common voice, even when you deal with different parts of the organization. That rarely happens. More often, one business unit will say one thing while another will say something entirely different. That creates confusion which always detracts from the customer experience. It’s important to get everyone on the same page.

Disconnect #6 – Status quo vs. Innovation Page 7

Too many companies offer the same products and services year after year. Consumers are bored by this. They want to be wowed by revolutionary new products and perceptive new services. Consumers want new offerings that push the envelope on what’s possible and feasible. They crave innovation, but at the moment, most businesses offer only the status quo.

Conclusion – How to overcome these disconnections Page 8

To overcome these six disconnections, you have to create an obsession and ardor for your customers that transcends mere transactions. You have to build a corporate culture that is so obsessed with your customer’s needs that your employees are motivated to actually bridge these gaps in tangible and practical ways.

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