Customer Needs Framework:

How to be laser focused on your customers' needs

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Cartoon by marketoonstudios

Nothing impacts your CX more than assumptions.

They negatively impact buying behaviour, advocacy and customer retention

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Model: How to be laser focused on your customer needs

①

Customer Challenge

In the customers words what is the problem they are trying to solve?

②

Customer Goal

What do they strive to achieve? The positive side of the challenge

③

Customer Motivation

The power that drives them to act, much deeper and greater than the product in question

④

Understanding the JTBD

What are their needs when they approach your product or services. (List them out)

⑤

Customer Stereotypes

List what stereotypes potential and existing customers approach your products or services with

⑥

Create PoV Statement

[Persona] who is [in situation] needs to [need] because [goal]. However [problem]

⑦

Value Proposition

Review your existing customer value propositions based in your customers expectations and needs

⑧

Benefits Description

List out what benefits you offer to your Customers. (Not product features)

⑨

Customer Objections

List common objections, why potential and existing customers wouldn't buy your services. (So you can address these in your marketing)

⑩

Elevator Pitch

Demonstrate value, explain the advantage. Tell the feature

⑪

Review Messages

Review your existing marketing and sales based on your customers perspective

⑫

Co-create Content

With your existing customers develop content that addresses the customer challenges, goals, stereotypes and objections

Understanding your customer´s challenge

In the customers words, what is the problem they are trying to solve?

Ask them

It is not rocket science, talk with your customers.

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Understanding your customer's goals

Customer Goal

1 --- 2 3 4 5 6 7 8 9 10 11 12

Many businesses compare themselves against what their competitors are offering, rather than their customers' goals.

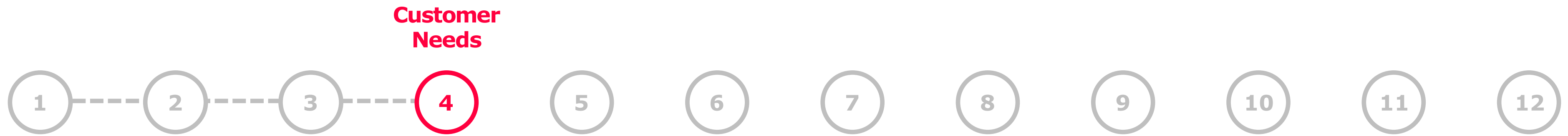Ask and discover, what your (prospective) customers are trying to achieve?

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Understanding your customer´s underlying motivations

Customer Motivation

1 - - - - 2 - - - - **3** 4 5 6 7 8 9 10 11 12

When you understand your customer's motivation, you have a better idea which marketing techniques will work.

Forget customer metrics at this point and focus on what drives their behaviour.

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Identifying your customer's needs

Customer
Needs

(1) --- (2) --- (3) --- **(4)** (5) (6) (7) (8) (9) (10) (11) (12)

Jobs-to-be-Done Theory provides a framework for defining, categorising, capturing, and organising all your customers' needs.

Clayton Christensen´s JTBD

The Job		The Customer	The Opportunities
JOB TO BE DONE In the customers words – what is the job they are doing that causes them to pull the product or service into their life?	**SITUATION / LIFECYCLE** What, where, when & why did the job occur?	**MOTIVATION** What motivated the customer to pull the product into their life?	**RESCUE** What assets in today's job could be set friend digitised?

BARRIERS
What are the pains in the job the product / service is solving?

BY PASS
What process in today's job could as well be skipped?

FUNCTIONAL ROLE
What is the functional role of the job?

EMOTIONAL ROLE
What is the emotional role of the job?

SOCIAL ROLE
What is the social role of the job?

RECONFIGURE / INDIVIDUALISATION
What would the customer gain from individual tailoring of the product?

GAINS
Root cause / Ambition
What is the the root cause for the Persona doing the job?

SUPPORT / LONGEVITY
What would the customer gain from the product/service helping with the job everyday?

Understanding your customer's assumptions and stereotypes

Customer Stereotypes

1 — 2 — 3 — 4 — **5** — 6 — 7 — 8 — 9 — 10 — 11 — 12
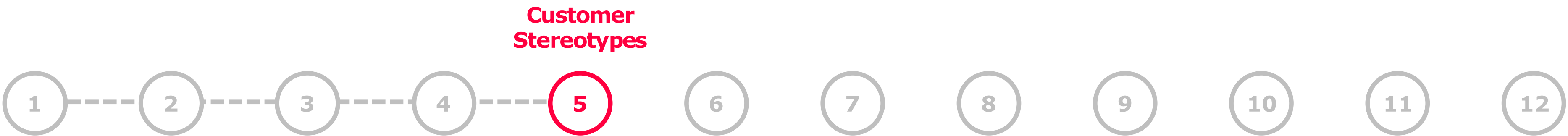
CSAT
Customer Satisfaction

Are you satisfied with ...?

To measure the quality of a service / product

CES
Customer Effort Score

How easy was it ...?

7 6 5 4 3 2 1

Very difficult — Very easy

To find out how it would be easier to be our customer

NPS
Net Promoter Score

Would you recommend us ...?

0 1 2 3 4 5
6 7 8 9 10

To measure customer loyalty

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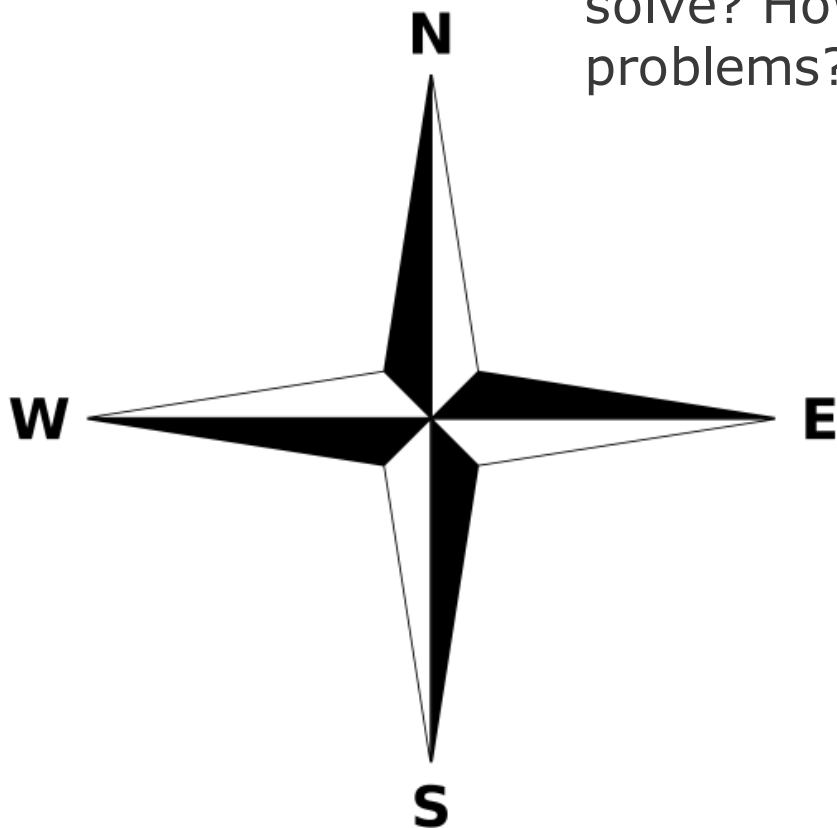# Understanding your prospect's assumptions and stereotypes
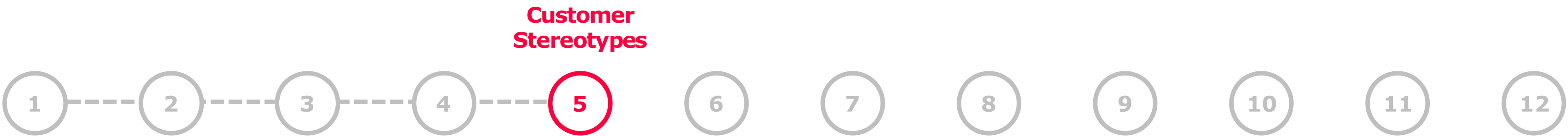
Needs

What problems does your product or service solve? How is your product solving those problems?

Wants

Anticipate your customers expectations. Are there features you could add to your product that would make it easier for customers to use?

Emotions

What customer needs are you satisfying and how should your product / service make them feel?
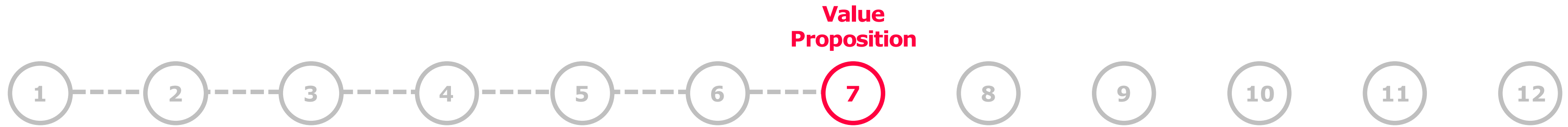
Stereotypes

What are the stereotypes your potential customers approach your business with at the front of their mind?

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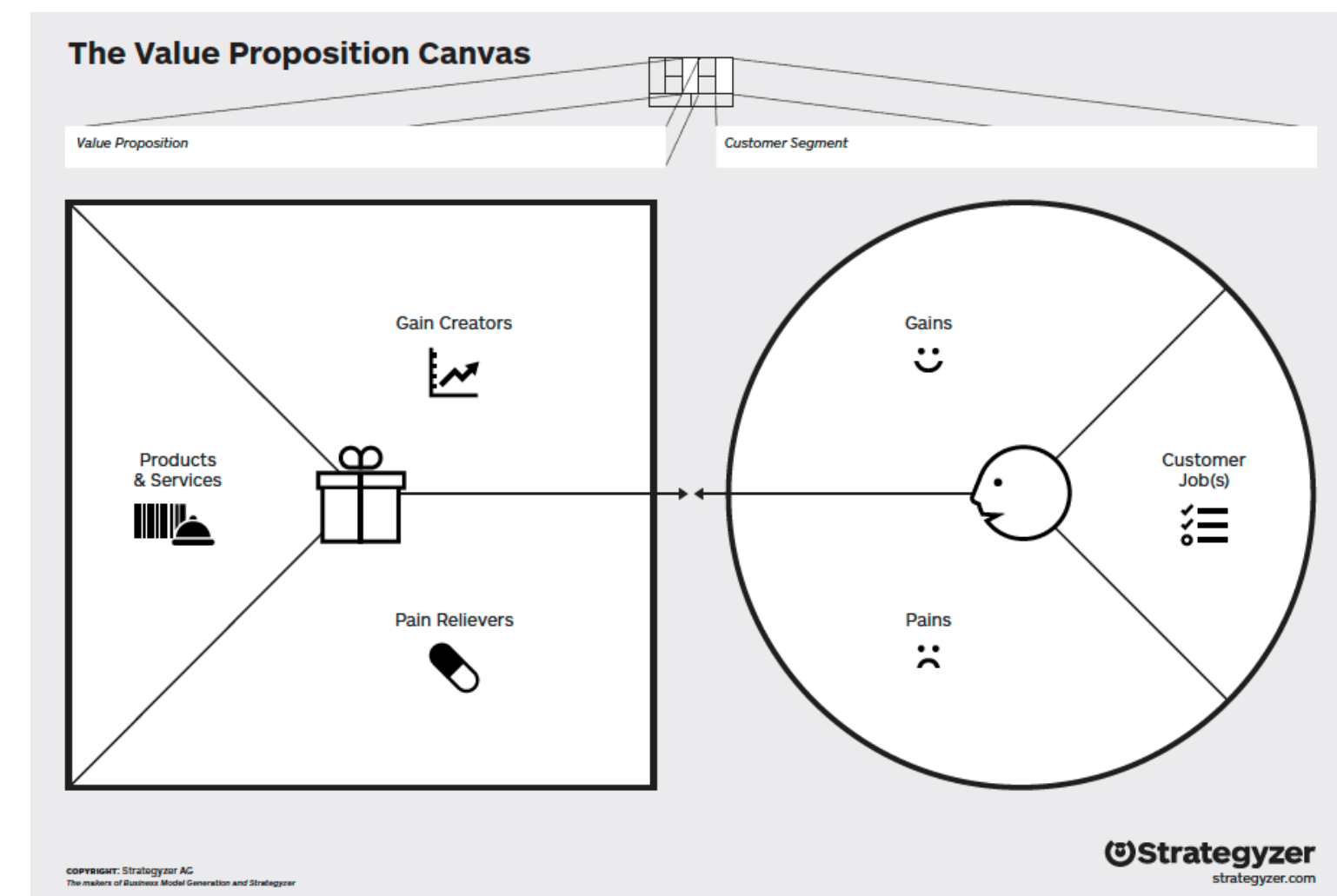
Create a Point of View (POV) Statement

[PERSONA] who is [IN SITUATION] needs to [NEED] because [GOAL]. However, [PROBLEM].

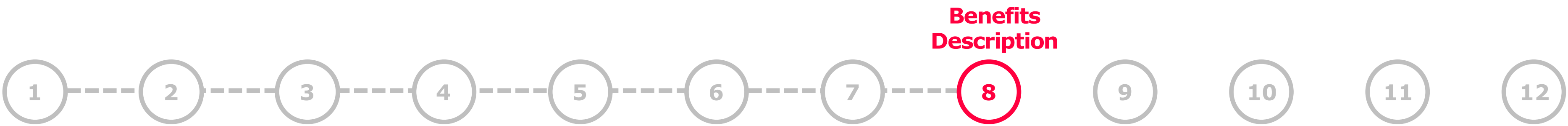● Econsultancy

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Review your value propositions

The Value Proposition Canvas is a framework which can help ensure that a product or service is positioned around what the customer values and needs.

The Value Proposition Canvas

Value Proposition · Customer Segment

Gain Creators · Gains

Products & Services · Customer Job(s)

Pain Relievers · Pains

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Identifying your customer's needs

STORAGE FOR
1GB OF MP3S

VS

1,000 SONGS
IN YOUR POCKET

Feature Benefit Matrix

|	Feature	Benefit a	Benefit b	Benefit c		CTA List
1						1 _____
2						2 _____
3						3 _____
4						4 _____
5						5 _____

Unearth your customer's objection(s)
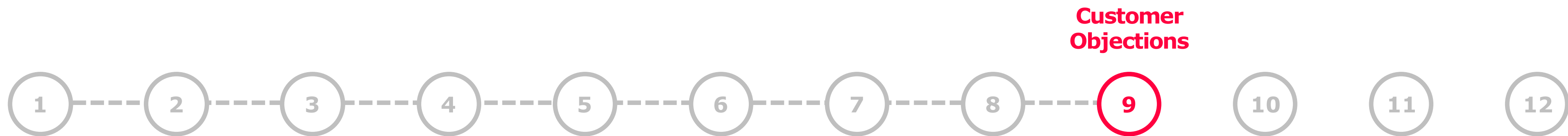
Listen to what the customer is saying and what is going unsaid, to get to the core of their scepticism.

It is not enough to merely address generic objections; you need to address the specific objections of your customers.

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# Ensure your elevator pitch addresses the customers need(s)
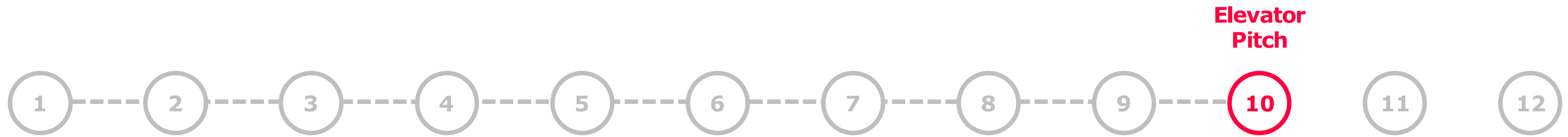
What your potential customers are really interested in hearing, is how you can solve their problem for them and how that solution will fit in with their business.

Include:

1. The customer problem

2. Why it's a problem

3. The solution you're proposing and

4. Who the solution benefits.

Review your marketing (and sales) messages
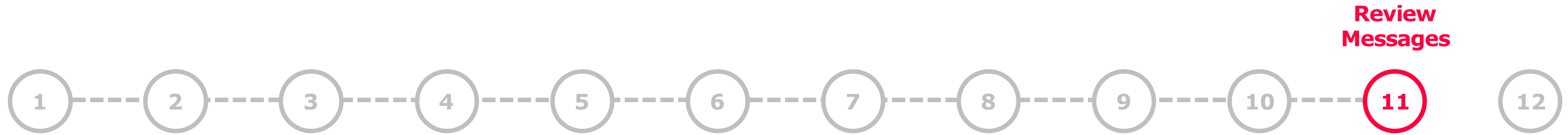
Every time you let jargon and insider language slip into your marketing, it narrows your audience.
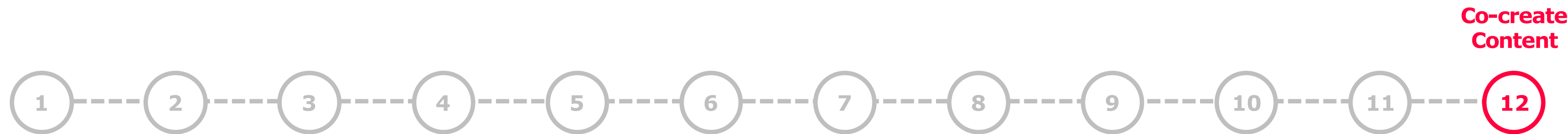
Ask yourself at the end of every sentence:

"What does that mean?" or

"Why do people care about that?" or

"What does someone need to know to understand this?"

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Co-create with your customer

1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7 --- 8 --- 9 --- 10 --- 11 --- **12**

Co-creating with customers benefits the product, the customer, the organisation and, ultimately, the bottom line.

This approach works very well for future state mapping, product and service developments and reviewing your marketing campaign plans.

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Any Questions?

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Accelerating **growth** through digital marketing and ecommerce excellence.

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We continuously define and refine what it means to be excellent

13 skill themes   1,390 skills categories   000s of skills
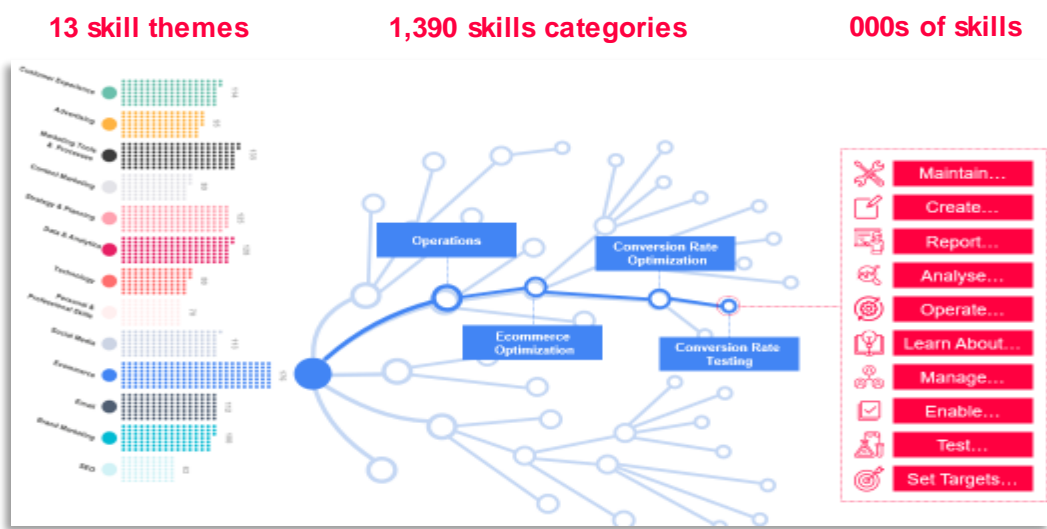
1,390

The Econsultancy Skills Taxonomy™ is an industry first initiative, that captures the relationship of nearly 1,400 skills needed to achieve e-commerce and digital marketing excellence.
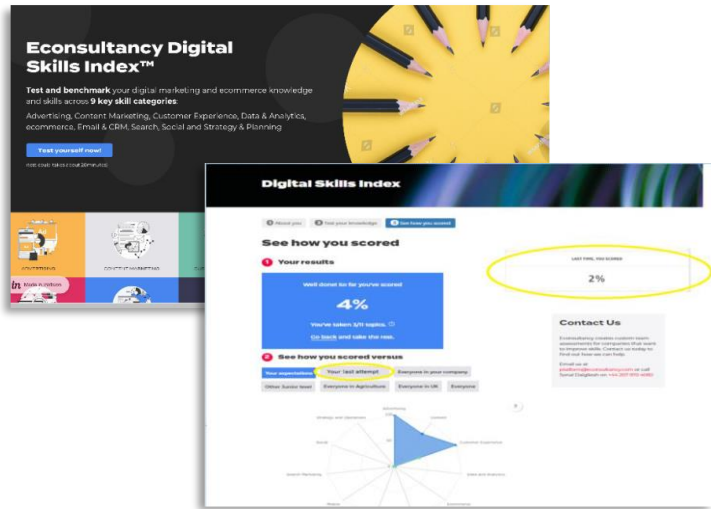
35,000+

Ecommerce and digital marketing practitioners have already taken the Econsultancy Digital Skills Index™.
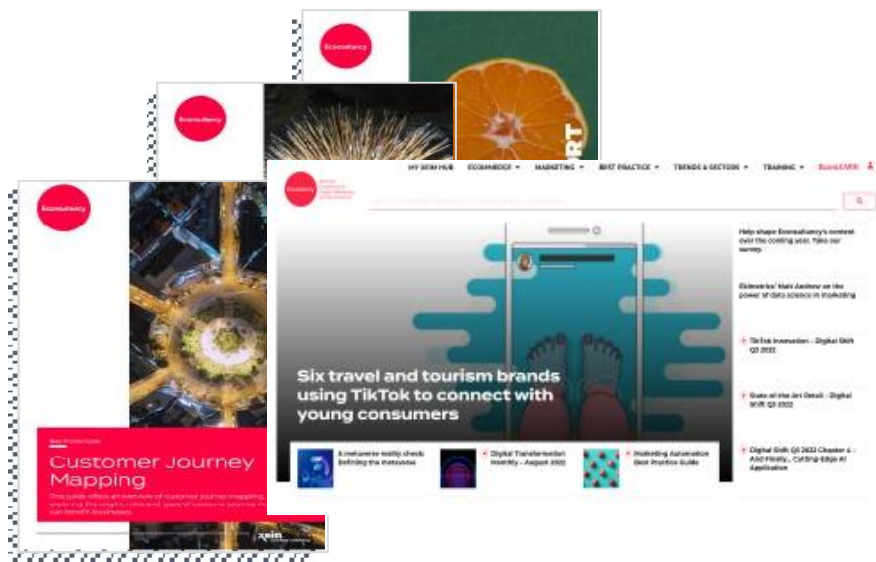
10,000+

Best practice guides, case studies, articles and trend reports available and 300+ more scheduled for publication in 2022.

62

Econsultancy Multi-Touch Learning™ programmes currently being delivered at scale to distributed teams.

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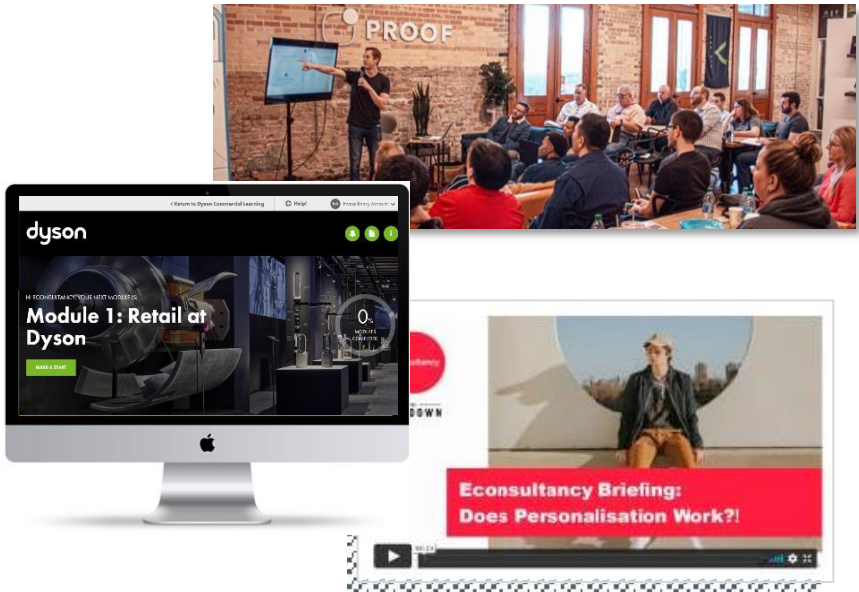# The five drivers of Econsultancy Multi-Touch Learning™ combine to create a continuous, connected and contextual learner experience

TRENDS
ANALYSIS

BEST PRACTICE
RESEARCH

TEAM
LEARNING

SKILLS
ASSESSMENT

ON DEMAND
LEARNING (THE
SKILLS CLOUD)

CONTINUOUS • CONNECTED • CONTEXTUAL • CONTINUOUS • CONNECTED • CONTEXTUAL • CONTINUOUS • CONTEXTUAL • CONNECTED •

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We are part of a family of businesses dedicated to excellence in digital, marketing and creativity

Market-leading best practice	Accelerated ideas and insight	Optimised ways of working	Academic marketing	Instructor-led workshops	Creative excellence	Bespoke application

True influence based on rigour	Industry-leading live content	Unrivalled authority in marketing	Thought leadership & application	MBA-level marketing training	Excellence in agency management	The unrivalled champions of creativity	The home of world class design

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Econsultancy Multi-Touch Learning™ for accelerated growth.

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