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# What's in a name?

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## The central idea

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- A name is no longer just a name
  - But the key to managing dialogue
- The ideology behind much new marketing combines
  - Highly responsive marketing
  - Customer controlled marketing

## Why do we need to change how we market?

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- Continuing (even increasing) dissatisfaction despite investments in CRM
- Influence of new customer-based technologies (particularly Internet and mobile) on customers' buying and researching behaviour
  - Revolutionising buying for e.g. home, car, holiday, health
  - Comparison sites and Web 2
- Transactional analysis
  - Particularly parent, adult, child ego states, and associated dialogue and behaviour
- Examination of principles and practice of B2B (from key account to B2SME) marketing and selling, compared to B2C
- Research into buyer behaviour and customer service issues such as
  - Preferences about locus of control
  - Influence of customer expertise and confidence
  - Approach marketing (what happens to customers approaching a decision, and what companies can do about it)
  - Customer/supplier learning about ways of buying/selling, and self-awareness
  - Segmentation by these variables

## The parent to child problem

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- ❑ Most CRM has a hidden message
- ❑ We, the marketers, gather data from you the customers, analyse it, profile you, tell you what you want next
- ❑ We never make clear our agenda
- ❑ We surprise you with our incompetence at guessing what you want next
- ❑ We lose your trust
- ❑ And it's all because we don't
  - Ask you what you want
  - Use this information to manage you in every channel, in every interaction
  - Make clear our mutual agenda with you

## The result of talking down is....

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- Most customers didn't get what they want from suppliers
  - The wrong offers, through the wrong channels, too late
  - The leaders sin the least, but still do it a lot
- Suppliers learnt too late about events which create value, react too late, often inappropriately e.g.
  - Consumer life stage (e.g. marriage, divorce, children born and growing and going through educational stages, house moves or major renovation, divorces, illness, deaths, change of job)
  - Business life stage (e.g. relocation, growth, needs changes)
  - Product/asset stage (intended and renewal of product, change of product)
- Suppliers didn't provide an input port for customers to tell them about these events
  - So couldn't manage them towards acquiring the relevant products
- Suppliers had nowhere to store any but most basic personal data
  - Often collected in "advised or intense-information-exchange or diagnostic-based relationships", but often not used for CRM
- Explosion of media types and resulting rapidly changing media habits of customers
  - Makes it hard for suppliers to access customers consistently

## The vision: customers tell you what they want next, and next, and .....

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- Indirectly, through purchases and responses
  - Usually means what they did, not what they will do
- Directly, by giving you data on needs and intentions
  - During enquiries and transactions (perhaps for other purposes)
  - As pure data give (e.g. fact find)
  - NB Data needs refreshing, as intentions change

## The idea of sense & respond in marketing

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- The big idea – companies sense and respond to customers
  - Rather than companies sensing customers and responding to their needs
  - They do not just sense purchasing histories, but needs and plans
  - They do better if they adapt better – not just for individual interactions but how they organise themselves to interact

## Sense & respond in detail

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- Businesses sense customers – who they are, their actions, thoughts and intentions
- This information from sensing is translated into a
  - Statement of targeting – which customers to deal with
  - A statement of customer requirements – what customers need, when they need it etc.
- Which businesses use to give customers, today and tomorrow
  - What they want
  - When they want it
  - At the right value
  - Through the right media and channels
  - Customised where appropriate
- They keep sensing to identify whether they have really achieved what they want with customers
- And the key is – the customer name
- And the advance is
  - How we use the name to personalise treatment fully, in different media

## Where will the big changes be?

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- Customer insight e.g.
  - Assessing interactivity potential of customers
- Media integration
  - Based upon a new type of result
- Different approach to systems planning and implementation
  - CRM system no longer the answer to everything
- And more..... ?

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