UNCOVER CUSTOMER INSIGHTS IN ONE HOUR

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“Embracing design thinking means understanding that the customer is a real person with real problems, rather than a sales target. Instead of traditional market-research data, design thinkers dig for data that are user-driven and offer a deep understanding of a customer’s unarticulated needs. Design thinking helps reframe questions in a way that expands the boundaries of the search itself.” Jeanne Liedtka, The Essential Guide to Design Thinking

There’s an old saying, “The proof of the pudding is in the eating”. As a proponent of Design Thinking, I decided to set up an experiment to demonstrate to a client that customer insights can be unearthed relatively quickly and inexpensively. I put myself in the shoes of a client and asked myself the following question ‘what could I learn from one customer in one hour’. The outcome was amazing!

**A detailed summary is available on request**

Design Thinking is three things. It’s a methodology with a clear, deliberate process. It’s a mind-set or a philosophy, a way of perceiving the world and it’s a thinking-style, the happy convergence of left and right brain thinking. Master these and you master innovation!

To find out more about Design Thinking, visit our website at www.toughproblem.com.au or contact Peter Vozvoteca by email peter. vozvoteca@toughproblem.com.au or mobile on 0411 380 574.
The Experiment
How much could I learn and what insights could I uncover from one customer in one hour…?

1. Select a business challenge

Together with our client (an Energy retailer), we identified a worthy business challenge. In this case it was a concern for the ‘high contract lapse rate.’ So, why were some customers not renewing? Digging deeper, we were able to identify a crucial segment that needed attention – small businesses.

2. Adopt a learning mindset

I set up an in-depth interview with a small business customer on their premises to better understand their attitudes, behaviours and expectations around Energy usage. I decided to make this an unplanned, informal conversation. My challenge was to see how much I could learn and what insights I could uncover in one hour.

3. Make sense of the data

I went back to my dug-out armed with the raw data (interview notes and recordings)….I looked for things that popped out – key statements, perspectives and emotions. This was captured in a Customer Profile Summary below.

The insights uncovered were brilliant!

One Hour Customer Interview Summary

PROFILE
What is the main headline or takeaway from the interview and some key facts that will help paint a picture.

NEEDS & EXPECTATIONS
Summarise the customer’s unmet needs, expectations, behaviours and identify some potential ways to satisfy them (at a high level). For example: “Don’t just expect that I will be apathetic at renewal time”.

KEY DIALS
Identify some key triggers that could help paint a picture of the customer experience. For example, I discovered that the customer was confident and empowered in dealing with energy retailers. This could emerge as a possible customer archetype.

KNOW-HOW
What is the customers skill and confidence rating for some key attributes? For example, Using technology

BACKGROUND
Provide a snap shot of the customers business so we have context and it also shows that you have been willing to learn about their operation and them as individuals.

EMOTIONAL PAIN POINTS
Capture the things that cause frustration, confusion, anger etc - these are the customers pain-points. For example:
• Anger and confusion at the lack of transparency with billing itemisation
• Resentment at being forced into energy-saving negotiations each renewal period

KEY SOUND BITES
Capture the key verbal statements expressed by the customer. These are like gold. For example:
“you have to be like a dripping tap to get anywhere with them”