Trains, Planes........
and Toilet Cleaners
“If you want a breakthrough.....
look outside your current environment”
“If you want a breakthrough.....
look outside your current environment”
Relevance to you?

To be a great Marketing Manager - need to think like a CEO

To be a great Marketing Manager - need to think like a CEO

My agenda

4 Challenges

"Ruthless Simplicity!"

If we want a breakthrough......

1. Change the way we understand customers

External
- Customer
- Family/friend
- Shareholder
- Supplier

Internal
- Other departments
- Teams
- Boss

SUPERIOR
CUSTOMER
INSIGHT

SUPERIOR
PRODUCT & SERVICE

SUPERIOR
CUSTOMER ENGAGEMENT

SUPERIOR
CUSTOMER PROMISE
Small insights can have a disproportionately large impact

We need Soft Insights

Customer’s Head

“Feelings”

“Stories”

“Language”

Customer’s Shoes?
We need to understand Expectations?
Hamish??

eg Personalisation

Too Difficult?

“BOB”

If we want a breakthrough……

1. Change the way we understand customers

What new insights? Where to look?
Preconceptions are the enemy of Insight!

Who is your competition?

We are a railway company

Blank Sheet of Paper?

not

We need insights from the front line!

“Customer Gap”

“Customer Value”

“Customer Value”

Sharing is key!!

Eurostar/Disney

Pharma/Physician

We need “Real Time Insight”

Recruitment!
Digital efficiency doesn't guarantee success!

If you want a breakthrough......

1. Change the way you understand customers
   - Soft/Small insights
   - Feelings
   - Expectations
   - Person
   - Customer's Customer
   - Ability to share
   - Blank sheet
   - Real time insight

   How?

   What?

If we want a breakthrough......

2. Change what we sell!
   Best pricing tool!
"The customer does not care about your product or service!"

<table>
<thead>
<tr>
<th>Speed and Ease</th>
<th>Economy</th>
<th>Convenience</th>
<th>Confidence</th>
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<tbody>
<tr>
<td><strong>Customer Benefit</strong></td>
<td><strong>P&amp;G</strong></td>
<td><strong>P&amp;G</strong></td>
<td><strong>P&amp;G</strong></td>
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</tbody>
</table>

**SUPERIOR CUSTOMER INSIGHT**

**SUPERIOR PRODUCT & SERVICE**

**SUPERIOR CUSTOMER ENGAGEMENT**

**SUPERIOR CUSTOMER PROMISE**

---

**BA Club World**
Customer at centre (focus!)

- Benefit: Arrive Ready for Business
- Reason Why: More sleep
- Less Hassle
- Refreshment

Customer listens

Employees
- Ideas

Innovation

BRITISH AIRWAYS
Club World
Focus is Critical!

What are you selling??
Business Class Airline or Arrive Ready for Business
Railway ticket
Best Food or Guilt Free Night Off for Mum
Storage or Benefit?

Change your job description!

We care!

Customer Centricity
Innovation and Competitive Advantage
Space
Ventilation
Security
etc
Access
Staff
Insurance,
etc

Innovation and Customer Value
Innovation and Customer Value

**Benefit** - what's in it for the customer?

- The benefit to my customer will be...

**Reason why** - why should the customer believe the benefit?

- The reasons why they will believe in this benefit is *when they see*...
  1.  
  2.  
  3.  (NOT "what are we good at" !!)

---

1. Change the way we understand customers

2. Change what we sell!

---

3. Change where we look for ideas

"Look outside our current environment"

- Yachts/Disney = Product and Service
- Process
- Leadership
- CUSTOMER
4. Change the way we engage with customers

If we want a breakthrough......

TRUST?
1. Doctor “Listening”
2. Car “Most recent experience”
3. Dog “Basics”
4. Partner “Commitment”
Focus

Communication
- Pictures
- Diagrammes
- Project Name
- Job title
- Sound bites
- Agenda
- E-mail
- Doc headings
- Story
- Environment
- Theatre

Benefit FOCUS!!!!!! Provocative, Simple, Distinctive

Benefit
Reason to Believe
Tone of Voice

SUPERIOR CUSTOMER INSIGHT
SUPERIOR PRODUCT & SERVICE
SUPERIOR CUSTOMER ENGAGEMENT
SUPERIOR CUSTOMER PROMISE
**Innovation and Customer Value**

**Tone of Voice**

**The Importance of AMBITION!**

- Better
- Best
- First
- Only

"Slingshot"

"Get rid of check-in!"

**Organise for the Customer not the Operation**

<table>
<thead>
<tr>
<th>Long Haul</th>
<th>Short Haul</th>
<th>Premium</th>
<th>Business</th>
<th>Leisure</th>
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<tr>
<td>Concorde</td>
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<td>World Traveller</td>
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<td>Club World</td>
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</tbody>
</table>
If we want a breakthrough......

1. Change the way we understand customers
   • "Soft"/"Small insights"
   • Feelings
   • Expectations
   • Person
   • Customer’s Customer
   • Ability to share
   • Blank sheet
   • Real time insight

2. Change what we sell
   • Customer Benefits
   • Focus!
   • Feelings

3. Change where we look for ideas
   • "Look outside your current environment"

4. Change the way we engage with (internal) customers
   • Communication
   • Ambition
   • Organisation
   • "Make it Easy"