



hello

there



98%

- aged 3-5, 98% could think divergently
- aged 8-10, 32% could think divergently
- aged 13-15, 10% could think divergently
- aged 20-25, 2% could think divergently

[source: TESS 2005]





Understanding Customers

Harvard Business Review



**84% of customers don't
think businesses will meet
their expectations**



96% of unhappy customers don't complain.

91% of those will simply leave and never come back.

what was the #1 thing
customers said that
businesses could do to
make them feel more
loyal?

**Make
Things
Easier**

The Customer Lifecycle

the industry through the customer's eyes





- ‘Boring’
- ‘My skin goes clammy, I develop a nervous tick and have to go lie down in a darkened room’
- ‘I always feel really let down, and am left feeling that I was hooked in on false pretenses’
- ‘Confused, dull, kept in the dark’
- ‘Salespeople who only care about making the sale and not me’
- ‘Advisor was upset when I asked him to explain how much he was charging us’

Empathy?



Clients are FOUR TIMES more likely to move to a competitor as a result of poor service than due to problems with product or price



talk to me

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