

Enhanced Customer Personas - Based on Real Customer Interactions

Primary Customer Types (Observed in Actual Calls)

Established Relationship Customers (Long-term Client Pattern)

- **Profile:** Long-term customers with casual, friendly relationships
- **Typical Projects:** Regular ongoing needs, multiple concurrent projects
- **Communication Style:** Very casual ("Top mind, Tim"), use nicknames, comfortable with banter
- **Decision Process:** Relationship-based but still price-aware, test competitive offers
- **Pain Points:** Competitive pressure, need to justify pricing to their customers
- **Priorities:** Relationship continuity, competitive pricing, reliable service
- **Real Language:** "Top mind, as always", casual greetings, competitive mentions without hostility

Website Visitors (Research-Heavy Pattern)

- **Profile:** Potential customers who research online before buying
- **Typical Projects:** Specific structural steel needs, technical specifications
- **Communication Style:** Price-sensitive, detail-oriented, comparison shopping
- **Decision Process:** Research-heavy, price-driven, willing to negotiate
- **Pain Points:** Sticker shock from initial pricing, need better rates to proceed
- **Priorities:** Value for money, competitive pricing, technical accuracy
- **Real Language:** "Prices put me off", "would be a lot tighter", "need better rates"

Project-Based Contractors (Silver Thack, MSC Construction Pattern)

- **Profile:** Construction companies with specific project requirements
- **Typical Projects:** Basement reinforcement, rebar cages, siting work
- **Communication Style:** Professional, project-focused, appreciates follow-up
- **Decision Process:** Project-driven timing, plan ahead but not always ready immediately
- **Pain Points:** Project timing uncertainty, need reliable quotes when ready
- **Priorities:** Availability when needed, competitive pricing, relationship continuity
- **Real Language:** "I've got a project coming up in [timeframe]", "I'm not ready yet"

Urgent/Emergency Customers (Equal Angles Requirement)

- **Profile:** Immediate requirements, often calling multiple suppliers
- **Typical Projects:** Small quantities needed urgently, specific specifications

- **Communication Style:** Direct, time-pressed, wants immediate answers
- **Decision Process:** Availability trumps price, immediate pickup preferred
- **Pain Points:** Finding stock available, getting quick response
- **Priorities:** Stock availability, same-day pickup, quick turnaround
- **Real Language:** "Can pick them up today", "I need them now"

Existing Customer Maintenance (Previous Client Pattern)

- **Profile:** Previous customers who may have gone quiet
- **Typical Projects:** Various past orders, relationship maintenance needed
- **Communication Style:** Varies - some busy, some receptive to follow-up
- **Decision Process:** Relationship-based, appreciate being remembered
- **Pain Points:** Multiple supplier relationships to manage
- **Priorities:** Good service memory, competitive offerings, convenient communication
- **Real Language:** "Send me an email", "I'll get back to you"

Customer Scenarios - Enhanced with Real Examples

Scenario: Price Comparison Shopping

Context: Customer actively comparing multiple suppliers (like Michael getting "couple of quotes")

Customer Need: Best price/service combination for specific requirements **Our Solution:** Competitive pricing with superior delivery options and service **Value Delivered:** Choice between speed (next-day £93) and economy (standard £62) **Key Insight:** Customers will pay premium for convenience when project timing matters

Scenario: Regular Volume Relationship

Context: High-volume customer like Nick (Beanie Landscapes) with ongoing needs **Customer Need:** Competitive pricing for consistent volume, reliable supply **Our Solution:** Volume pricing consideration, relationship management, availability assurance **Value Delivered:** Pricing competitiveness review, reliable partnership **Key Insight:** Volume customers want relationship value beyond just lowest price

Scenario: Emergency/Urgent Requirements

Context: Immediate need for specific products (equal angles example) **Customer Need:** Product availability for same-day pickup **Our Solution:** Stock availability when competitors are packed/unavailable **Value Delivered:** Meeting urgent deadlines when others can't **Key Insight:** Availability and speed often override price considerations

Scenario: Project Pipeline Management

Context: Customers with future projects (September basement work) **Customer Need:** Planning ahead, quotes when ready, relationship continuity **Our Solution:** Proactive follow-up, project timeline awareness, expanded service offering **Value Delivered:** Being ready when customer is ready, maintaining top-of-mind awareness **Key Insight:** Timing follow-ups correctly builds stronger relationships

Industry Context - Real Market Dynamics

- **Market Dynamics:** Multiple suppliers competing, stock availability varies significantly
- **Seasonal Patterns:** Project-based timing, some urgency around immediate needs
- **Common Challenges:** Competitor workshop capacity issues, stock availability problems
- **Trends:** Customers appreciating relationship-based approach, value service alongside price

Communication Preferences Observed

Phone Call Receptiveness

- Existing customers generally receptive to follow-up calls
- Immediate needs get quick, direct responses
- Relationship history makes significant difference in reception

Email Follow-up Expectations

- Busy customers prefer email for detailed information
- Common request: "send me an email" for later reference
- Email allows for quote comparison and record keeping

Information Sharing Patterns

- Customers willing to share current pricing for competitive quotes
- Specific product requirements clearly communicated
- Past order history appreciated and referenced positively