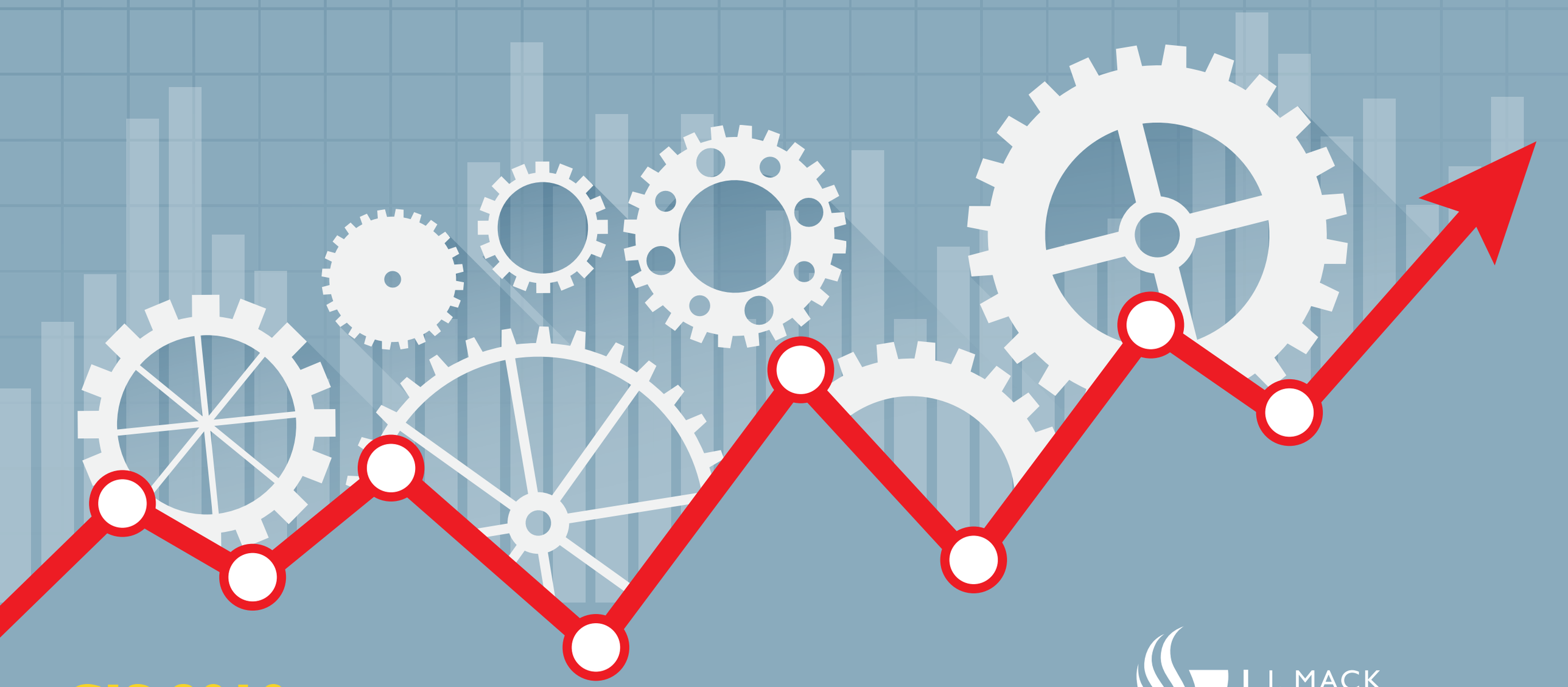
More on the Customer's Success Outcomes



CIS 8010

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Customer jobs can be multi-layered and complex

Jobs can have functional, emotional, and social aspects

These aspect will be reflected in the Customer's Success Outcomes

People continually struggle to maintain desired reality states.

And they have many reality states.

Driven by circumstances, people desire to make progress in their lives by maintaining or changing their circumstances.

This is the struggle for both people and organizations.

A reality state reflects a number of aspects that are stable (or static) over some time period —

- Thoughts and feelings (emotions)
- How others perceive them
- What a person has (or doesn't have)
- What a person can do (or cannot do)

A person's "experience" is determined by all these aspects

A person is describing a success outcome when they say,

..to feel..

..to think..

..others see me..

..to have..

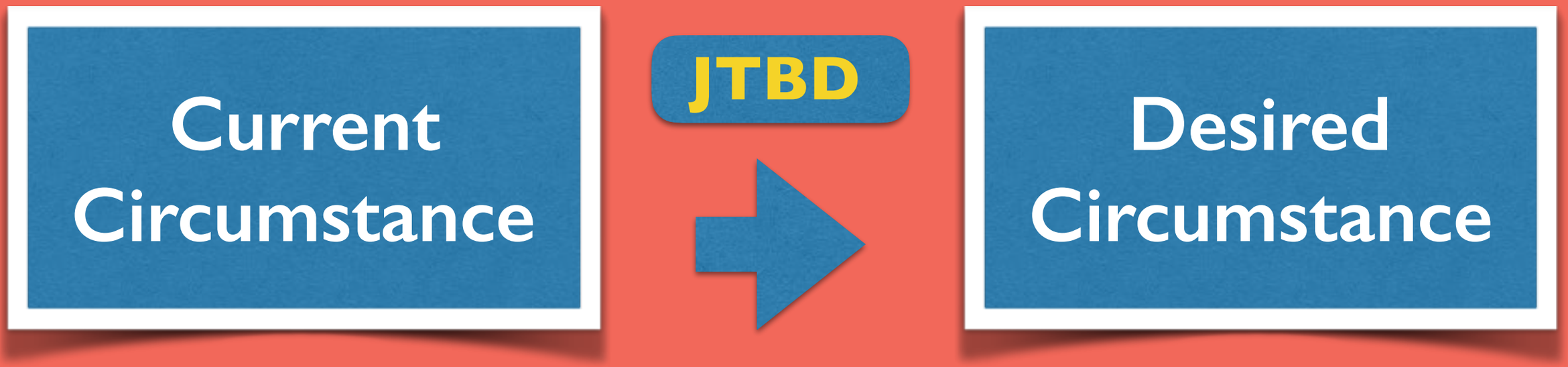
..to get..

..to be..

..to be able to..

What if someone wants to change some or all of the aspects of their current circumstance?

They become aware of needing to get a job done to move from the current circumstance to the desired circumstance or future state.



Current circumstance can be framed as a problem to resolve:

I sometimes miss appointments!

Desired Circumstance:

I need to..

Remember all my appointments!

A future State can be framed as a goal:

I currently.. Rent an apartment

Desired Future Circumstance:

Own a home

A future state can be framed as an lifestyle transformation (aka: career aspiration)

I'm currently

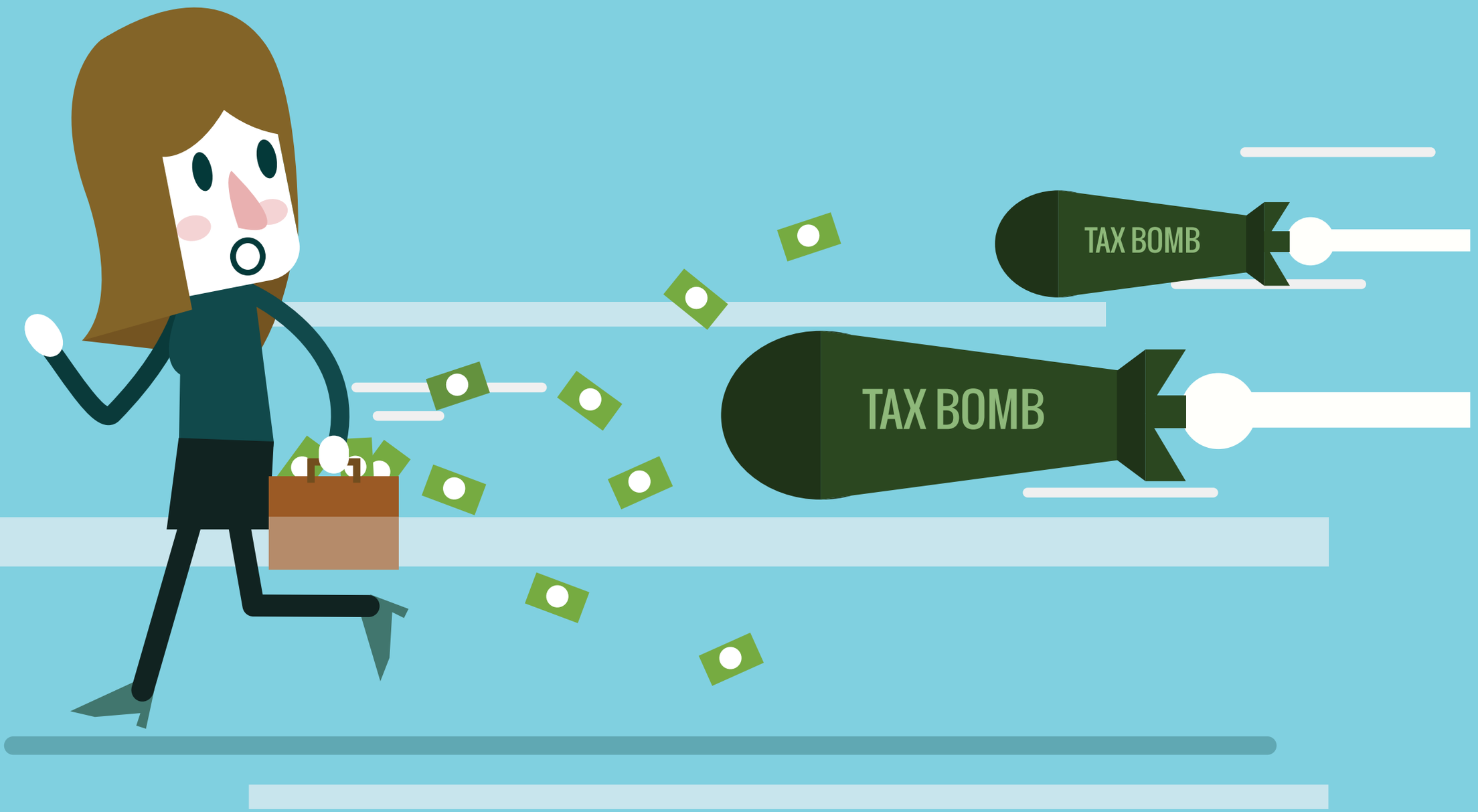
a graduate student

Desired Future State

I want to..

be a well-paid professional

What if a person wants to continuously avoid a perceived-potential future state?



A current state can be framed as a potential threat (or risk)

Current Circumstance

My service provider was hacked!

..which means I could get hacked!

Desired Future State

I want to be.. Protected from

I need to be.. identity theft

Organizations are no different from people in that they seek to maintain or change current circumstances.

For many organizations, circumstances have to do with business performance

Sales

Profits

Liability

Happy employees

Defining the Customer's Success Outcomes

Define with stative (static) verbs

Social and Emotional Outcomes

I (now) think and feel…

I (now) don't have to think and feel…

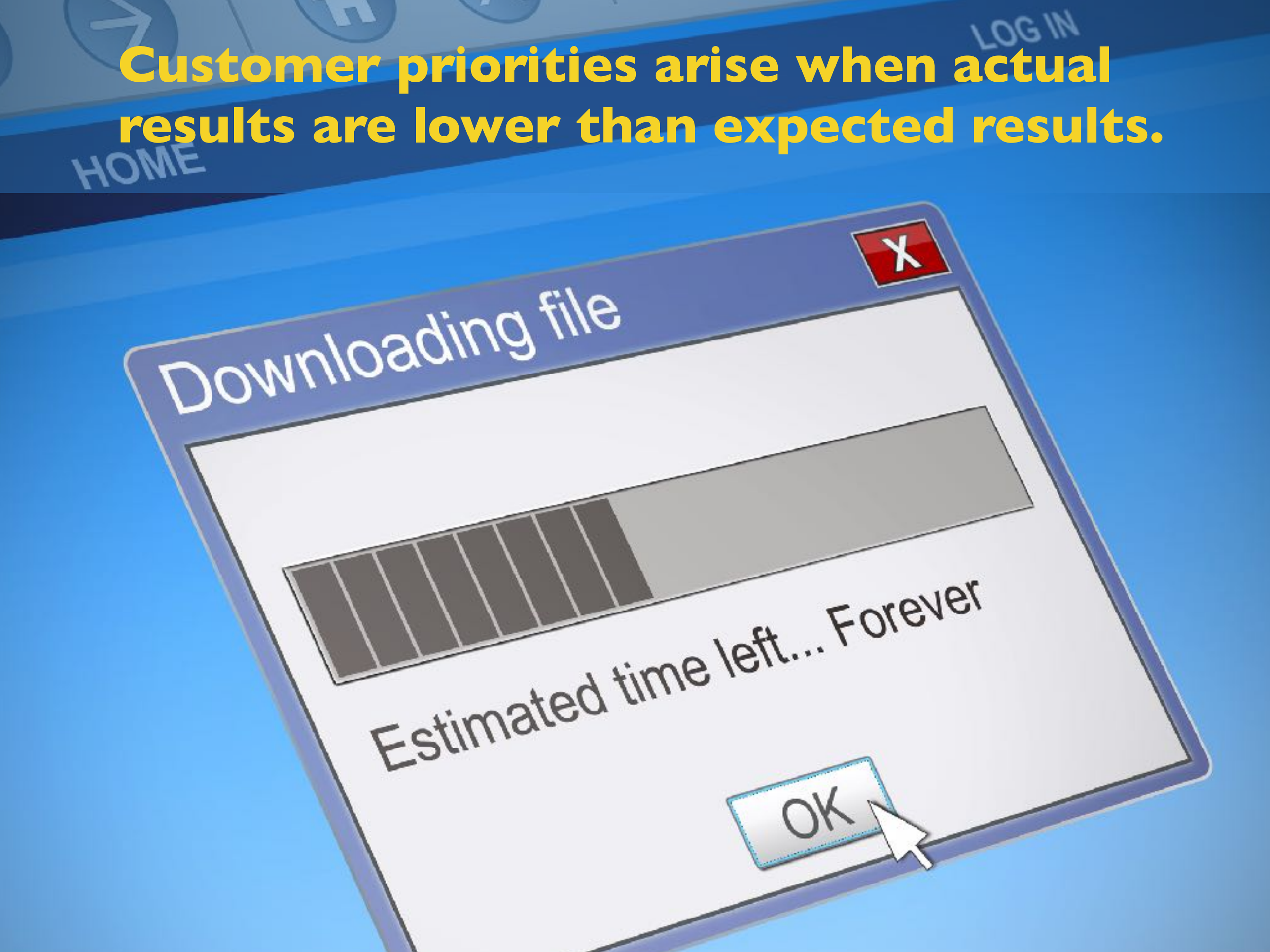
I (now) believe I am perceived by others to be…

Functional Outcomes

I (now) have…

I am (now) able to …

I am (now) able to avoid …

A customer's **satisfaction** depends on the **perceived** **difference** between actual results and expected results ***after a job is completed***.

Customer priorities arise when actual results are lower than expected results.