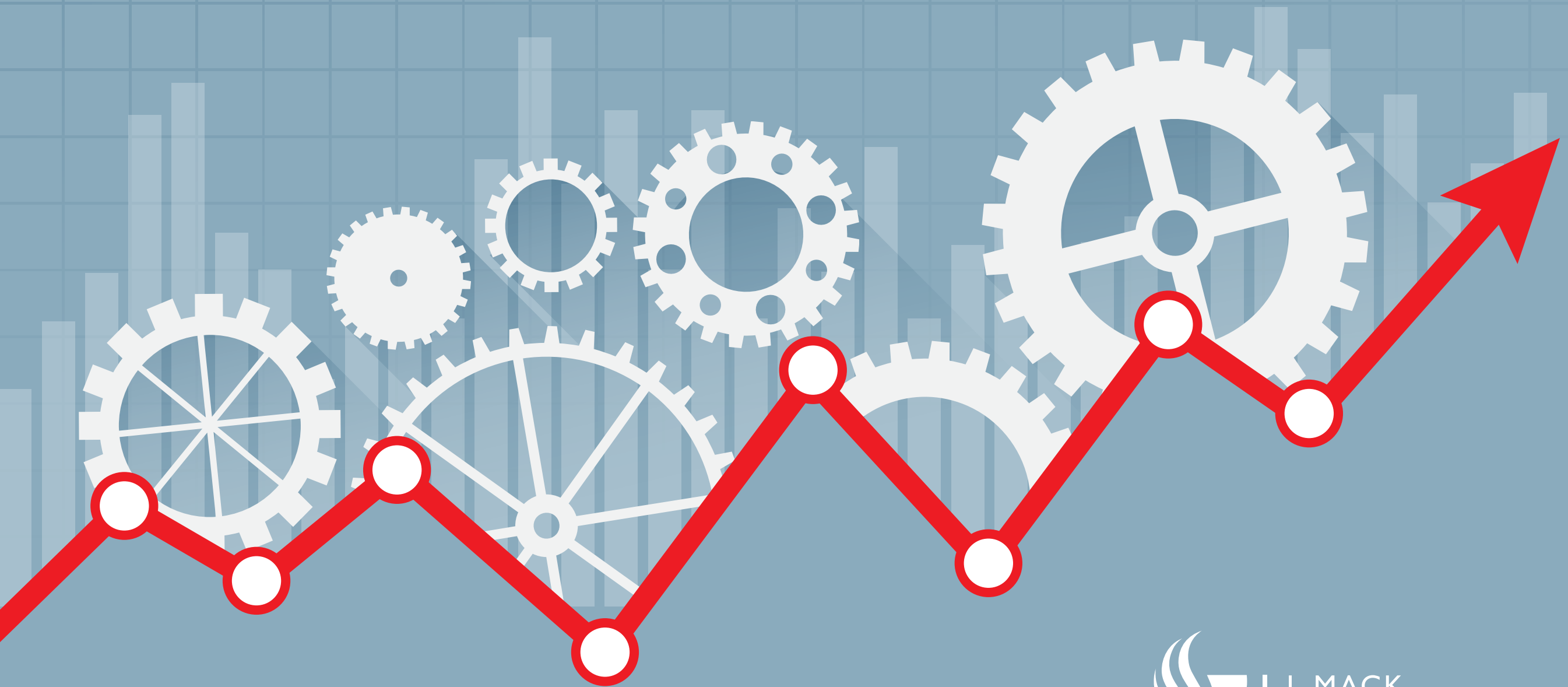


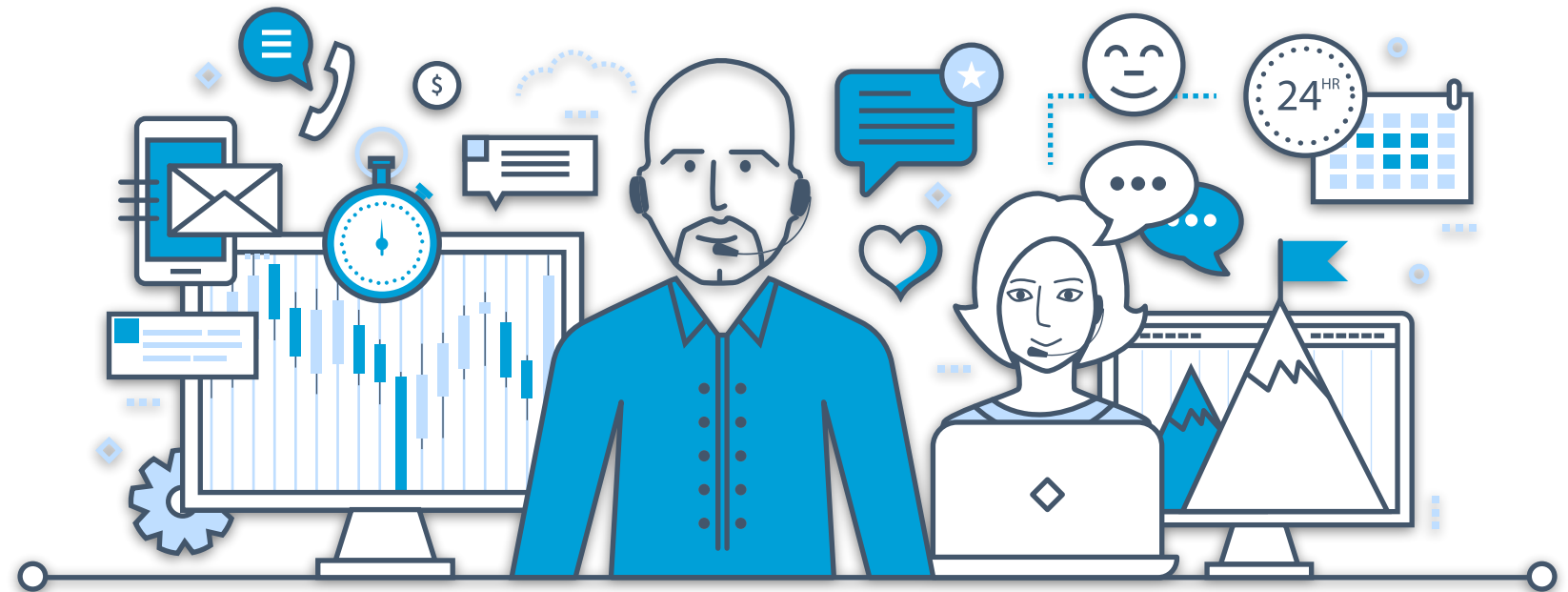
# Guidelines for Defining a Customer Job



**CIS 8010**

**Dr. Michael S. Jordan**

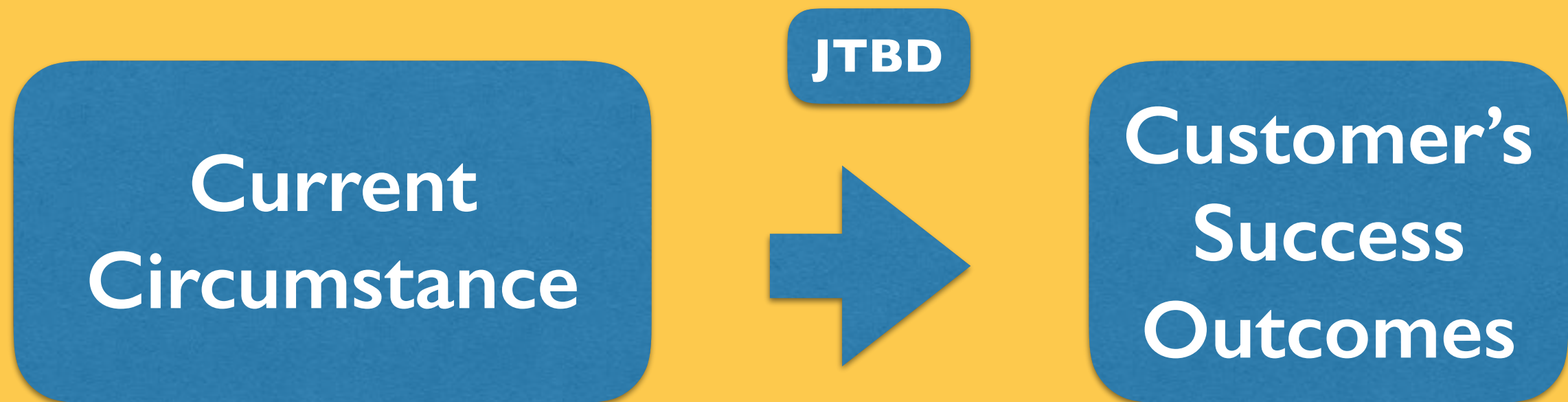
**Correctly defining a customer job is important because the job definition is central to understanding customer behavior**



**The job is the primary construct that relates customer circumstance to customer needs.**

**A job is defined by the action taken for the purpose of producing desired results or avoiding undesired results.**

**These results are the Customer's Success Outcomes.**



**A customer job is the act of doing something, whether the action is physical or non physical in nature.**



**This action is always defined using an action verb (also called a dynamic verb)**

# The Structure of a Simple Customer Job Statement

Action  
Verb



Object of  
Action

Ship

a small parcel

File

a tax return

Pay

a bill

Entertain

a guest





Because the fundamental nature of a job is to move from current circumstance to the Customer's Success Outcomes, the job must be defined in the context of that circumstance.



**Otherwise, you end up with a general job statement that is not specific to the circumstance of any segmented group of people/organizations.**



**The priority needs of a customer group cannot be identified; and without these targets, the best solution for the group cannot be ascertained.**



# General Job Statements



**Learn how to speak Spanish**



**Repair a broken appliance**



**Correct poor vision**



**Send money to someone**

Does not account for different circumstances associated with wanting to get these jobs done.



Customers executing the same job can have different preference about how to execute that job.

They choose different job solutions.



**Why?**

# The Structure of a Simple Customer Job Statement



**when, where, with whom, while doing what**

# Defining a Simple Job with Context

Action  
Verb

Object of  
Action

Job  
Context

**Learn** how to speak **Spanish** *at home*

Action  
Verb

Object of  
Action

Job  
Context

**Learn** how to speak **Spanish** *while traveling*

Action  
Verb

Object of  
Action

Job  
Context

**Learn** how to speak **Spanish** *in an classroom*

# Defining a Simple Job with Context

Action  
Verb

Object of  
Action

**Repair a broken appliance  
that requires professional knowledge**

Job  
Context

Action  
Verb

Object of  
Action

**Repair a broken appliance  
that does not require professional knowledge**

Job  
Context



# Defining a Simple Job with Context

Action  
Verb

Object of  
Action

Job  
Context

**Correct poor vision by repairing eye defect**

Action  
Verb

Object of  
Action

**Correct poor vision**

Job  
Context

**without repairing eye defect**

# Defining a Simple Job with Context

Action  
Verb

Object of  
Action

Job  
Context

**Send money** to someone now who does not have a bank account

Action  
Verb

Object of  
Action

Job  
Context

**Send money** to someone within 10 days who has a bank account

Action  
Verb

Object of  
Action

**Send money** to a service provider immediately after the service is rendered, where no POS technology is available

Job  
Context

## **Additional Guidelines**

The job must describe what people are really trying to accomplish, not just a particular task or activity that is part of doing the job.

**“Get exercise” is not a good job definition**

**Why** do you need to get exercise?

To loose weight, build muscle tone, lower cholesterol, etc.

**Why** do you want to do that? To...

## Additional Guidelines

A job definition must not include language that indicates the attributes of a desired solution

Avoid words like — *usable, reliable, effectively, fast, easy, better, cheap, etc.*



This is the “cart before the horse”: customer priority needs have not yet been determined.



# Additional Guidelines

A good job statement should not include any reference to how the job might be done via any particular solution or technology

A job statement should be solution free

## Problematic:

Call a taxi to get home from a nightclub

## Better:

Obtain transportation to get home from a nightclub