

BINF6399 - Principles of Team Science



UNC CHARLOTTE

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RAW Lab

Lecture 7 - Tuesday March 9th, 2021

Learning Objectives

- Customer Archetype/Segment
- Customer Service
- Happy vs. unhappy Customer
- Petal diagrams
- Ecosystems

Customer Archetype

CLEAR's customer role? Someone within the school district administration with program decision- making and signing authority.

How is this person evaluated/promoted/compensated? Their awareness, their interest, their consideration, their purchasing power

Who are they? School district superintendents, school building principals, directors of student learning, directors of teaching and learning

How do they buy? Word-of-mouth generates interest for use of discretionary funding; some school board approval, some district office approval, principal approval

What matters to them? Student success, school climate, staff compensation, staff satisfaction

What motivates them? Efficient use of time, low costs, positive outcomes, decisions that are mutually consented to (when programs are not a requirement from top only)

What influences them? CLEAR consultants, CLEAR website, CLEAR materials

Customer Archetype - Customer we want

- *Simple needs*
- *Simple marketing*
- *Simple transactions*
- *Sweet, refreshing outcomes for all*



Customer Archetype - Customer we often get

- *Rational needs, wants and behaviors*
- *Often emotional and irrational ones as well*
- *Complicated relationships*
- *Idiosyncratic behaviors*



Customer acquisition cost

EQUATION:

$$\text{CAC} = \frac{\text{Total Cost of Sales \& Marketing}}{\text{\# of Customers Acquired}}$$

SIMPLIFIED:

$$\text{CAC} = \frac{\left(\begin{array}{c} \text{S\&M} \\ \text{Salaries-Tools-Spend} \\ 1 \end{array} + \begin{array}{c} \text{S\&M} \\ \text{Salaries-Tools-Spend} \\ 2 \end{array} \dots \begin{array}{c} \text{S\&M} \\ \text{Salaries-Tools-Spend} \\ n \end{array} \right)}{\left(\begin{array}{c} \text{Acquired} \\ \text{Customer} \\ 1 \end{array} + \begin{array}{c} \text{Acquired} \\ \text{Customer} \\ 2 \end{array} \dots \begin{array}{c} \text{Acquired} \\ \text{Customer} \\ n \end{array} \right)}$$

EXAMPLE:

$$\text{CAC} = \left(\frac{\$36,000 \text{ (Sales \& Marketing Spend)}}{1,000 \text{ (Customers Acquired)}} = \$36 \right)$$

Customer Archetypes and Segment (example)

	Customer 1 DOD Field Medic	Customer 2 TSA Screening Agent	Customer 3 Prison guard	Customer 4 Driver	Customer 5 At home
Description	18-35, Tactically motivated	25-65, Large Veteran Population, Likely Married	18-55 Focus on guard safety, riot control	18-70 Focus Safety, obtaining lots of rides	18-90 General health
Jobs	Infection Control Sterilization Humanitarian Missions	Security Screening Crowd Control Incident Response Management	Infection Control Safety	Transportation	Many
Pains	Limited Resources	Manpower Shortages (illness) Repetitive Work Fear of Unknown	Manpower Shortages (illness) Limited rapid testing capabilities	Illness - lost wages Higher health costs	Illness - lost wages Higher health costs
Gains	Proactive Containment of Pathogens Conservation of Manpower Resource	Allows Contagion Isolation/Containment Reduce Spread of Threat Designer Pathogen Detection	Proactive Containment of Pathogens Conservation of Manpower Resource	Less sick days Healthier life Better will being	Less sick days Healthier life Better will being

Customer Service

- 96% of unhappy customers don't complain*
- 91% of those will simply leave and never come back*
- 55% of customers would pay extra to guarantee a better service*
- 70% of buying experiences are based on how the customer feels they are being treated*



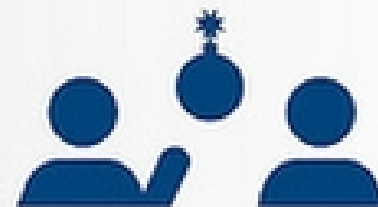
Customer Service – unhappy customer



A dissatisfied customer will tell
between **9-15** people
about their experience.



Around **13%** of
dissatisfied customers tell
more than **20** people.



People are twice as likely to
talk about bad customer service
experiences than they are to
talk about good experiences.

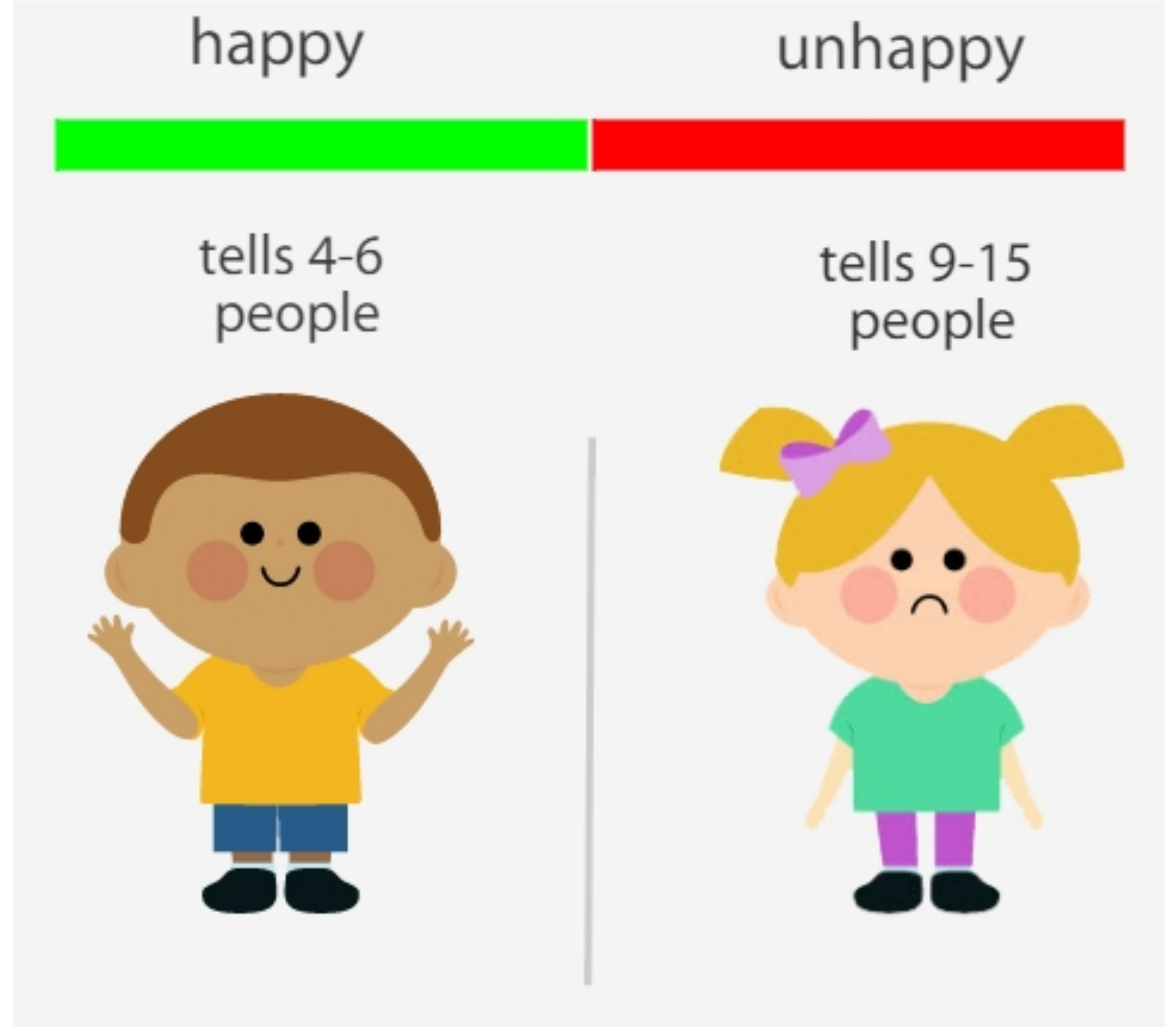
Customer Service – Happy customer



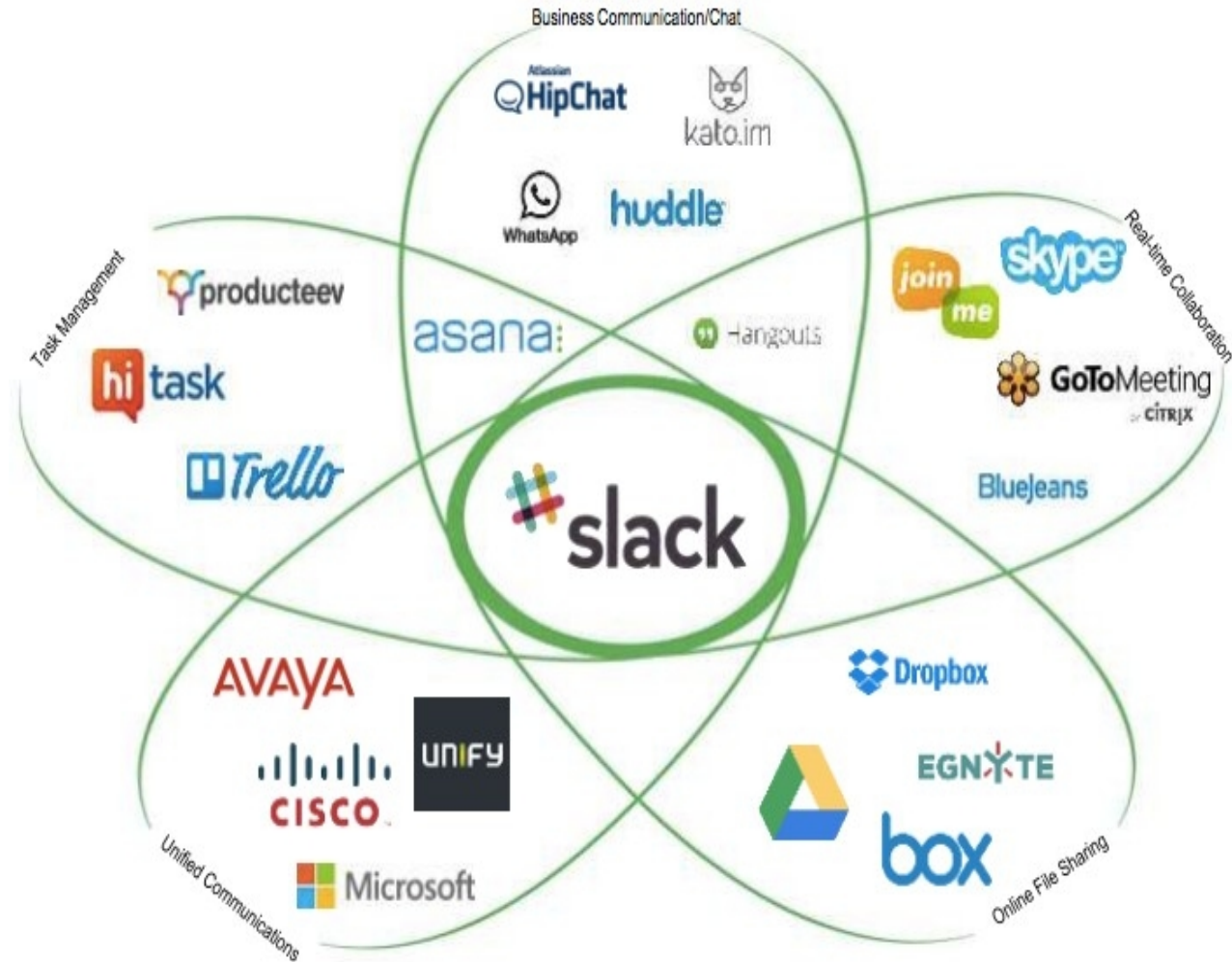
ONE HAPPY
CUSTOMER



Customer Service – keep customers happy



Competition petal diagram (SLACK)



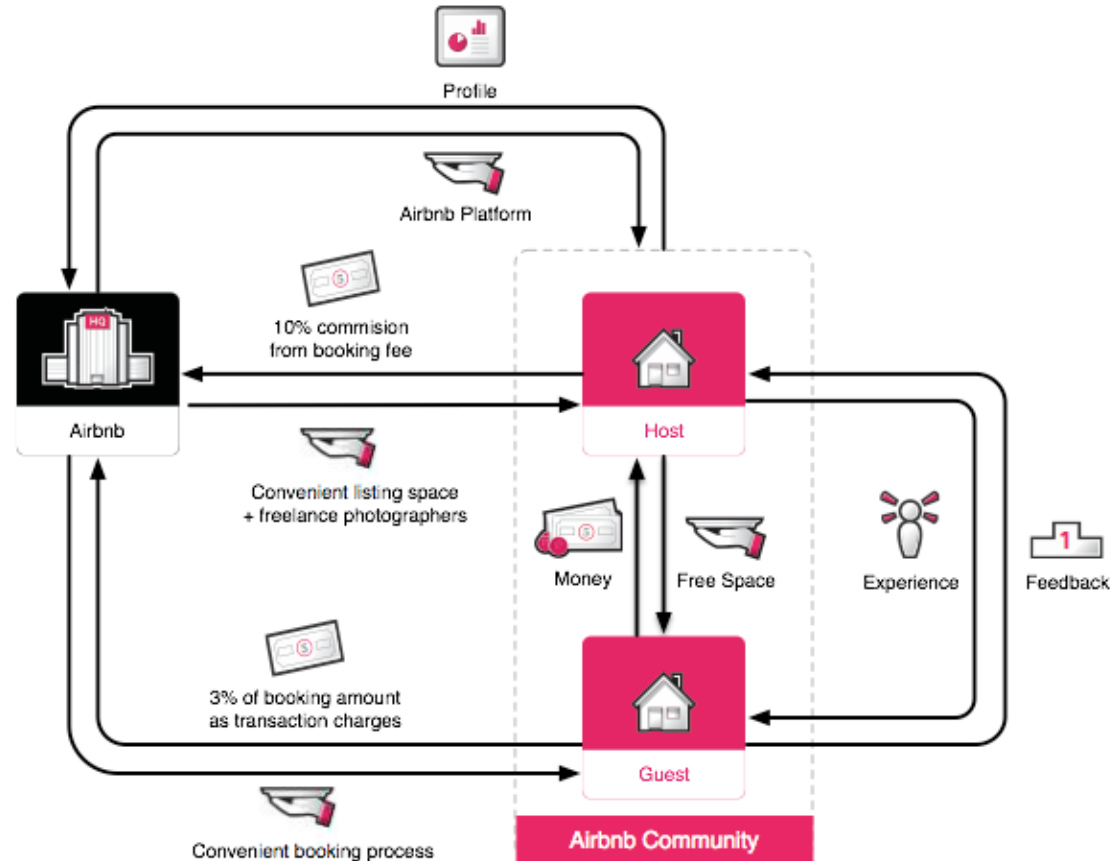
Competition petal diagram (SLACK)



Airbnb ecosystem - slide



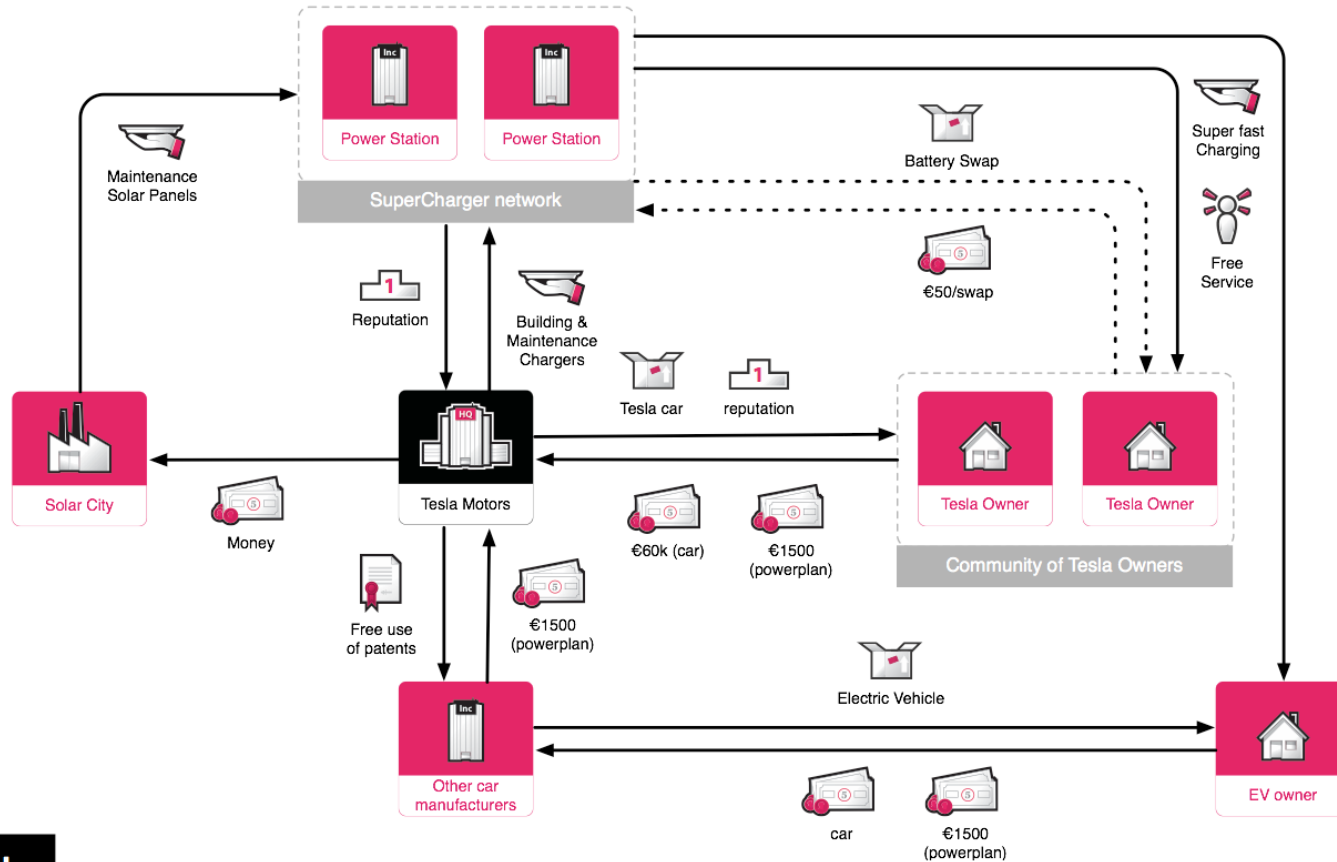
Airbnb is an online service that provides a platform for individuals to rent out their lodging for travellers to stay. People can rent anything from a couch to a castle in 8000 cities around the world.



Tesla ecosystem - slide



Tesla Motors designs, develops, manufactures and sells premium electric vehicles (EV's) to consumers and advanced electric vehicle power train components to manufacturers. This case focuses on Tesla's Supercharger network.



Redfin ecosystem - slide

REDFIN

Redfin provides real estate search and brokerage services through a combination of an online real estate platform and access to local real estate agents

