# BINF6399 – Principles of Team Science

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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

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# 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

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# Customer Archetype - Customer we want

- *Simple needs*

- *Simple marketing*

- *Simple transactions*

- *Sweet, refreshing outcomes for all*

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# Customer Archetype - Customer we often get

*- Rational needs, wants and behaviors*

*- Often emotional and irrational ones as well*

*- Complicated relationships*

*- Idiosyncratic behaviors*

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# Customer acquisition cost

EQUATION:

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

SIMPLIFIED:

$$CAC = \frac{\left(\text{S\&M Salaries-Tools-Spend}_1 + \text{S\&M Salaries-Tools-Spend}_2 \cdots \text{S\&M Salaries-Tools-Spend}_n\right)}{\left(\text{Acquired Customer}_1 + \text{Acquired Customer}_2 \cdots \text{Acquired Customer}_n\right)}$$

EXAMPLE:

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

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# Customer Archetypes and Segment (example)

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


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# 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.

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# Customer Service – Happy customer


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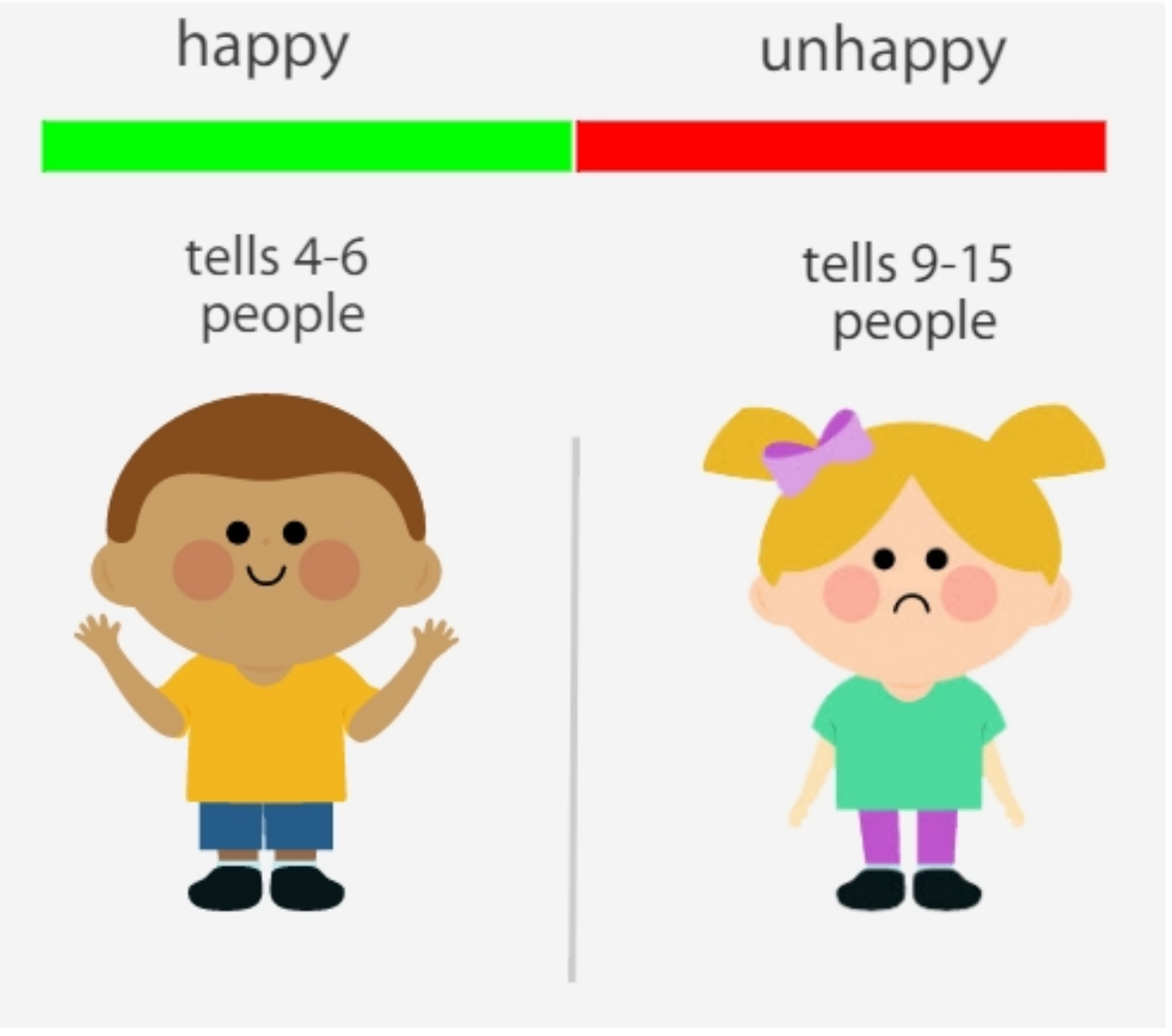
# Customer Service – keep customers happy

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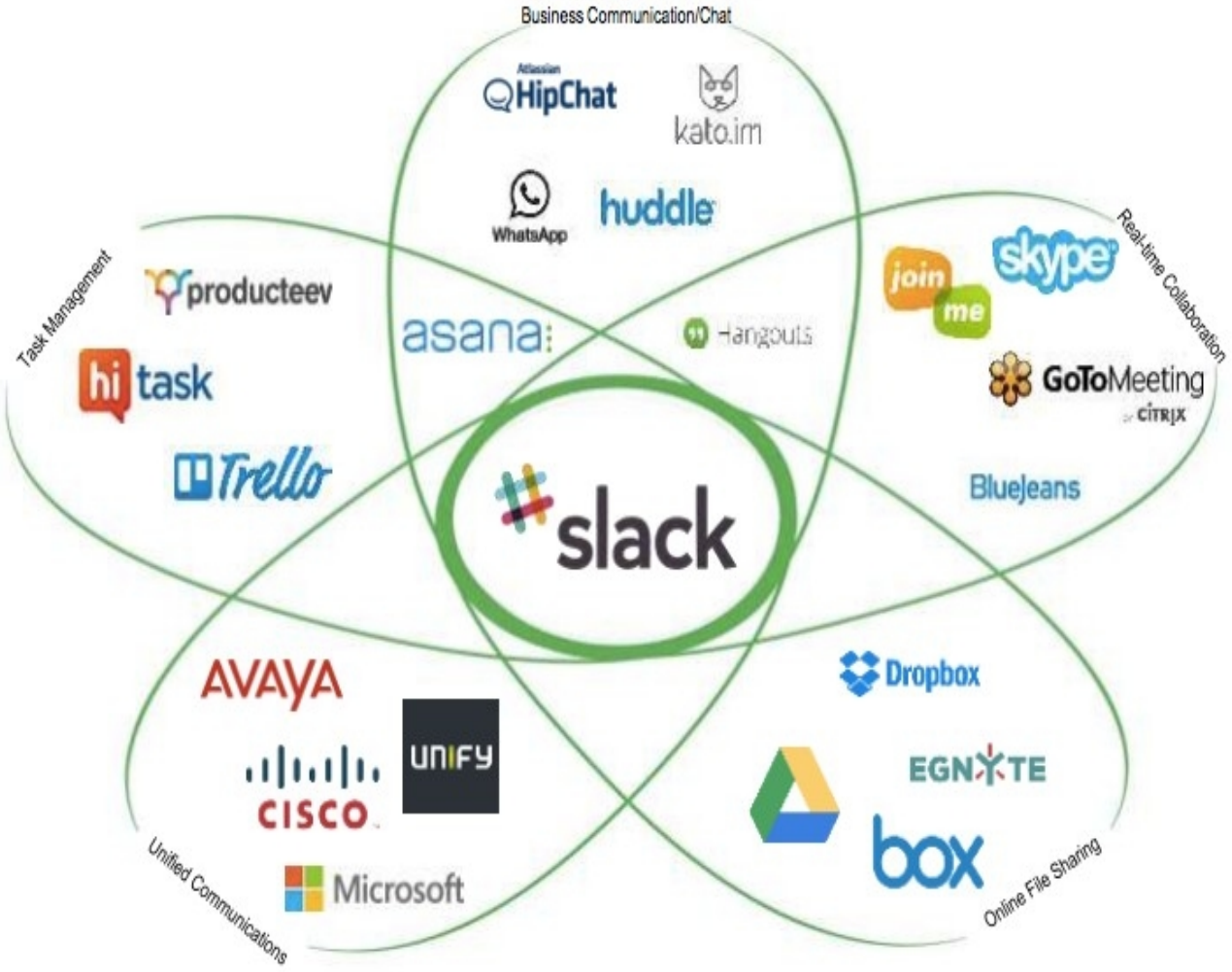
# Competition petal diagram (SLACK)

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# Competition petal diagram (SLACK)


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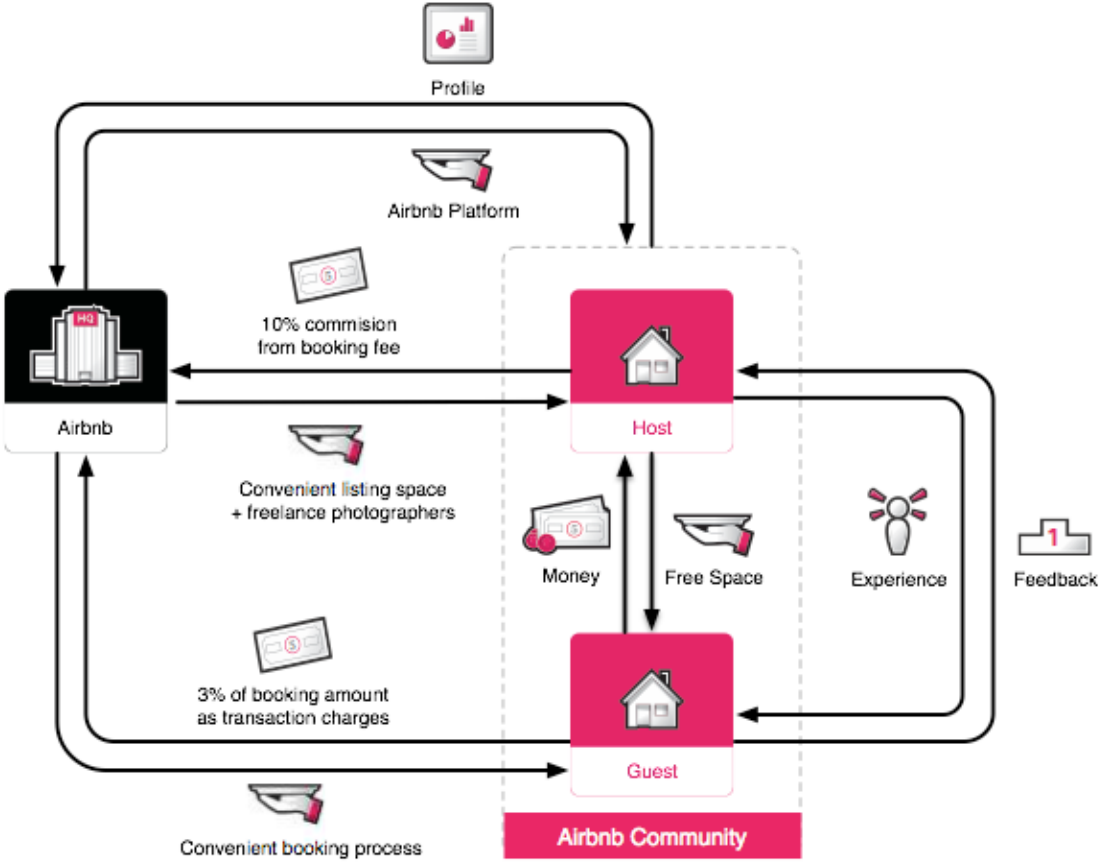
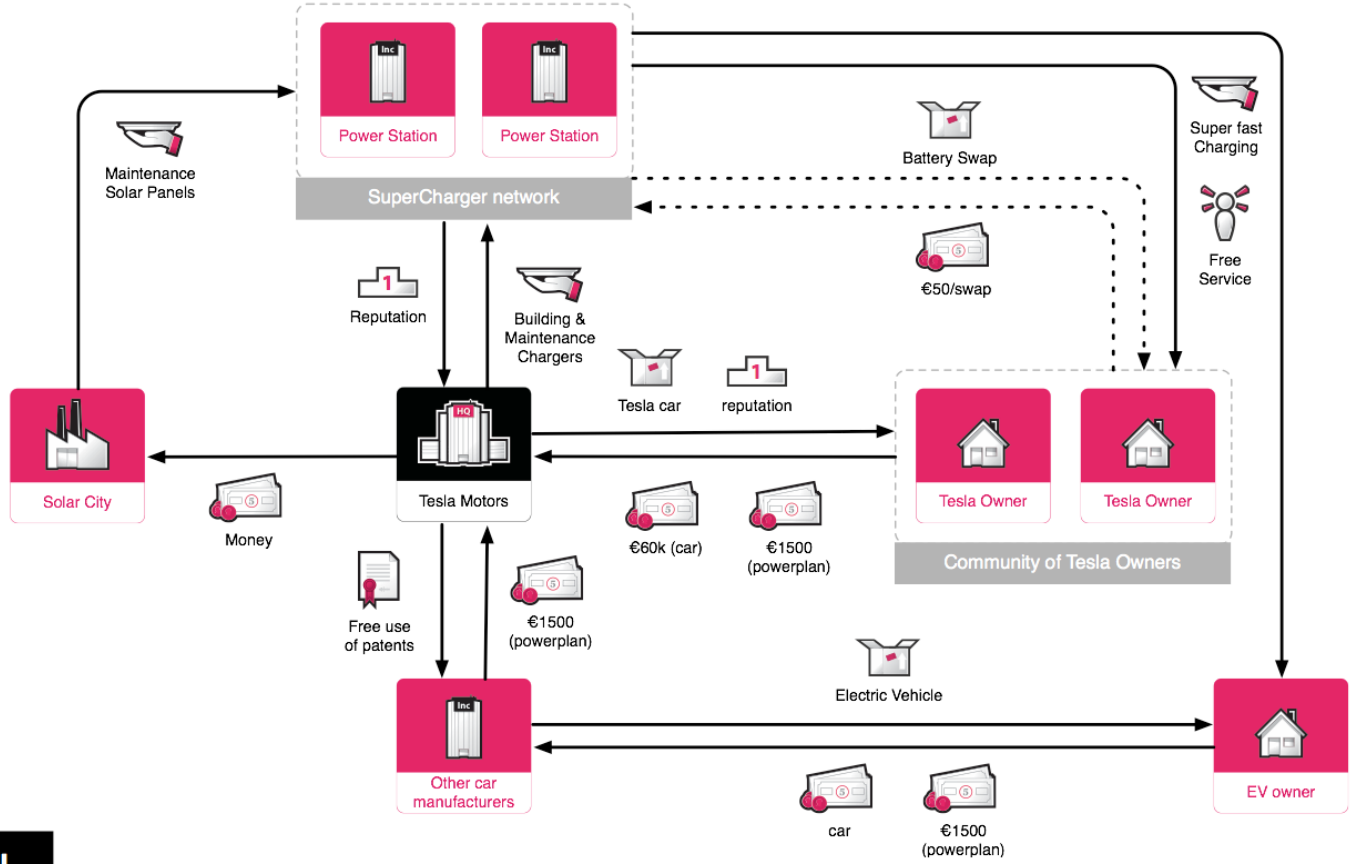
# Airbnb ecosystem - slide

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.

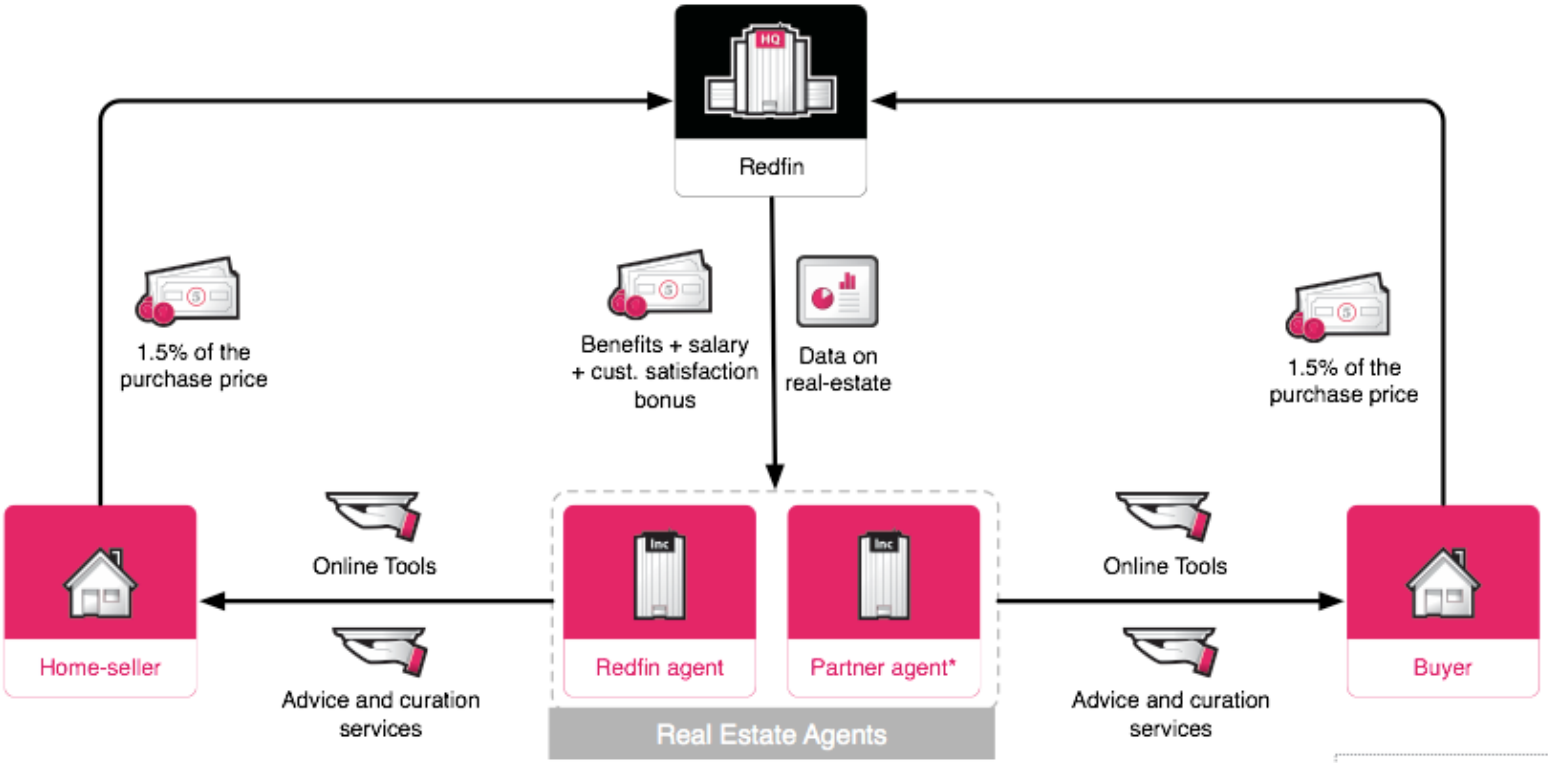



Business Model

# 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

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