

Customer Service – Thought Experiment

Bluejohn Marketing Resource



How to use the Customer Service – Thought Experiment

Customer service; customer experience; customer journey. Most businesses talk about it, but very few really deliver it.

When I ask delegates on workshops to name two or three examples of great customer service, they invariably struggle. I do.

Many of the decisions taken by businesses are not customer-orientated, even though they are frequently dressed up to sound like it.

Take communications as an example. As a customer, if I ring a supplier it is because I have a question that I need answering or maybe want to place an order. I do not want chatbots, standard response emails, forms with options that don't tie in with my problem, multiple choice phone menu options, voicemail...I just want to speak to someone that can help me.

The 'customer service – thought experiment' is a form of lateral thinking exercise. It changes your perspective and, if workshopped correctly, generates numerous ideas as to how you can improve your customer service and customer experience.



Customer Service – Thought Experiment

Ask yourself the apparently simple question:

‘If our business was a customer service business that just happened to provide X*, how would that change the way we operate?’

**Insert the product or service your business provides*





We are not in the coffee business serving people,
we are in the people business serving coffee.

—— Howard Schultz ——

AZ QUOTES

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