

CUSTOMER EXPERIENCE PARTNERS

Evidence Tampering: A Crime or Good Marketing?



In legal circles “tampering with evidence” is strictly taboo...it’s grounds for serious punishment. But in the world of managing customers’ experiences, it’s often not only desirable to manipulate evidence, it may be downright critical to do so!

You see, customers don’t always recognize the efforts a service-provider has expended on their behalf. They may be unable to determine the differences between one company’s product and those of competitors. The fact is, customers are rarely very observant (at least when things are going well). Nor are customers astute enough to appreciate the added value of perks and niceties offered to them. That’s why it’s important to call their attention to these values. Otherwise credit isn’t given and the goal of offering the superior services/products (that being increased customer loyalty) may not be achieved.

We’ve called the practice of identifying for customers the benefits and values delivered to them, the “*management of evidence*”. For companies doing well for their customers, it’s appropriate to see that the customers understand and appreciate what’s being delivered to them. Consider an example. McAfee, the computer security firm, (that might be protecting the computer on which you’re reading this) provides excellent protection for computers. And, if their software is doing its job, you’ll never be bothered. Which such a low profile, McAfee has obviously recognized its need to *manage evidence*. It accomplishes this with a regular top-line report of the number of computer files checked in its latest scan; how many problems it detected; and what it did to safeguard a computer. And, each time the service updates its virus-detecting database it informs you with a pop-up. McAfee is working and it’s doing a great job of managing evidence that it’s paying for itself.

Tooing Our Own Horns

Most executives seem to feel uncomfortable with the concept of managing evidence. Western cultures teach not to brag or be boastful. Further, managers often believe customers will be insulted by having good performance pointed out to them, or that “everybody should understand the added benefits their products offer”! They’re just plain wrong.

Astute managers need to learn how much of the value they’re delivering is actually being perceived by their customers and credited to them. To learn more about how aware your customers are of the value you’re delivering and/or how to create a management of evidence program, talk to us at **Customer Experience Partners**.

To learn more contact us directly, or visit our website:

www.customerexperiencepartners.com

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EXPERIENCE
PARTNERS

P.O. Box 574
Allendale, NJ 07401
(203) 655-0090

Email: pruden-vavra@customerexperiencepartners.com

Unsubscribe: unsubscribe@customerexperiencepartners.com

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