

STRATEGIC MARKETING FOR CONSTRUCTION

Customer Research and Understanding is Critical



**MEDICINE
MAN**

Thinking Creative

Customer research is **critical**

Otherwise you have no idea whether you are keeping customers satisfied!



External communications

– two recent examples

Ensuring your customers understand the full extent of what you do as highlighted in one piece of customer research with these two different customer examples - neither of which fully understood were aware of the our client's customer value proposition

CUSTOMER A

“Not really sure of the extent of what the business can do. Outside of the xxxxx sector, I know they dabble in xxxx a bit. But I am not really sure what they are capable of. Project size about £xxxm, not sure about geographic reach or type of projects they can handle?”

CUSTOMER B

“Don't know what they can do in design and build area. What else they do is a bit obscure. We discussed a £x m to £x m project and they weren't interested. They are looking for larger projects”

“Is this what your customers would say about your business?”

KEY FINDINGS OF OUR OWN RESEARCH FOR CLIENTS – WHAT REALLY MATTERS TO THEIR CUSTOMERS



Poor representation of capability, lack of close personal relationships, follow up comms and contractor internal team comms are the most common laments.

Learnings

Not a contractual cost
race to the bottom

Real value is recognised

Take time to listen

Right or wrong market/
service segments?

Identify performance gaps

Delivery excellence

! *Important to also talk to internal teams*



Customer centricity = happier customers

How to drive customer-centric culture

- ✓ *Entire business involvement*
- ✓ *What do customers really want?*
- ✓ *Define what 'great' looks like*
- ✓ *Raise the profile of customer satisfaction*
- ✓ *Review and fix the delivery process pipeline*

Remember your people and sub-contractors need to understand what you are selling too – they are **all** links in the customer value chain





Remember if you don't...someone else will!

Contact Us

PHILIPPE GAYTON

PHILIPPE@MEDICINE-MAN.NET

07887 660110

MEDICINE MAN

The Old Truman Brewery

91 Brick Lane

London

E1 6QL

0207 2479191



Thinking Creative