

## Types of Customer Scenarios

([http://www.psgroup.com/consulting\\_csm\\_types.aspx](http://www.psgroup.com/consulting_csm_types.aspx))

- **A Customer Scenario is a set of tasks that a particular group (segment) of customers is happy to do in order to accomplish their desired outcome(s)**
- **Customer Scenario Mapping is a set of techniques to engage customers in describing their IDEAL way of working with you to achieve their outcomes**

### OVERVIEW

Understanding your customers' scenarios—what they are trying to accomplish and how they ideally *want* to reach their goals—is critical to making it easy for them to do business with you. There are several types of Customer Scenarios:

- Customer Lifecycle Scenarios
- Event-Triggered Scenarios
- Outcome-Based Scenarios

**Customer Lifecycle Scenarios.** There are Customer Scenarios that are closely connected to customers' discovery, acquisition, and use of your products and services to fulfill a need they have—we call these customer lifecycle scenarios. Examples include:

- Single mother needs to replace her broken washing machine
- Immigrant wants to establish a banking relationship in her new country
- Line-of-business manager wants to upgrade his team to the latest version of productivity software

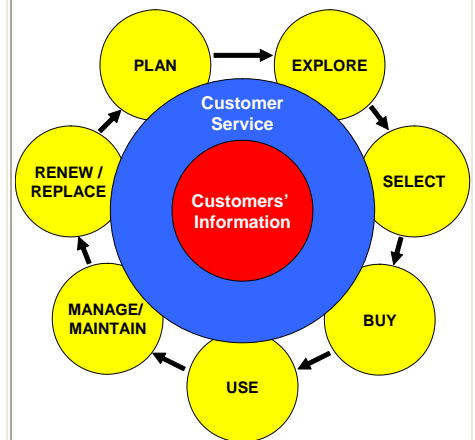
**Event-Triggered Scenarios.** There are also Customer Scenarios that relate to life events or business events that customers need to deal with. For consumers, these might include:

- Young couple wants to buy a new house and move in
- Children want to plan and throw a 50<sup>th</sup> anniversary party for parents
- Couple needs to furnish a nursery for baby on the way

### In a Nutshell

- Three types of scenarios: customer lifecycle, event-triggered, & outcome-based.
- Scenarios are always viewed from the end-customer's point of view.
- Customer Scenarios should always describe the customer's ideal way of doing things.

### The Customer Lifecycle



View our [Customer Scenario Mapping Research](#).

For business people, these scenarios may include things like:

- Product marketing manager wants to coordinate activities for a new product launch
- Operations manager needs to coordinate the move to a new set of offices
- HR director needs to arrange for employee benefits and job counseling as his company downsizes

**Outcome-Based Scenarios.** Some scenarios are focused on a specific outcome, for example:

- Young woman is determined to lose 20 pounds before her high school reunion.
- A customer service representative wants to learn Spanish in order to receive a promotion

Executive wants to improve revenues by 20 percent while retaining or improving current profit margins.