



**TURNING
CUSTOMER
EXPERIENCE INTO
A TALKING POINT**

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Fix it or feature it

Greg Gianforte, CEO and Founder of RightNow Technologies, has a mantra **fix it or feature it**. In other words either improve a product characteristic or turn it into a product difference and feature it as a selling point.

Guinness is a great example. You need to wait for Guinness to be poured in two stages and then wait for the creamy head to form which takes time. This cannot be fixed so Guinness feature it as part of the proposition.

'The wait' as Guinness marketing people call it, is part of what makes ordering Guinness in a bar or pub unique; the wait was turned from an inconvenience into 'good things are worth waiting for', which taps into (pardon the pun) the emerging feeling among consumers in recent years that too much of life is a rush and that moments need to be savoured.

The great thing about Greg's phrase **fix it or feature it** is it helps you home in on every aspect of the customer experience and make a decision about each one. This analysis of your product, service or experience in a detailed way - deconstructing the experience so you can examine the detail - is a powerful discipline for ensuring that everything about your customer experience that is in your control is examined and a decision is made about it.

Can we fix this issue so that the customer is not even aware of it, or do we turn it into a 'brand hallmark' that differentiates us from competitors? So Ikea's infuriating (to some) requirement for customers to navigate their way completely around the store before finding the check-out is not only a fundamental part of their business model but also a hallmark of their brand experience.

There's another different application of the **fix it or feature it** equation however. And this is one that can damage your brand if you don't deal with it in the way we are suggesting. If your product or experience contains a feature that is in serious need of fixing and you ignore it, then your competition can feature it as a way of attacking you to win market share.

Traditionally, when communicating the benefits of a product or experience, marketers focus on just that, the benefits, downplaying features that are harder to interpret as an advantage or that can be seen as a weakness. So, the **fix it or feature it** mantra is a powerful reminder to think about creating an experience that is memorable for all the right reasons.

