THE FUTURE IS FACE TO FACE

HOW TO LISTEN: PERSONAS, JOURNEYS AND TAKEAWAYS
LISTEN MORE THAN YOU TALK. NOBODY EVER LEARNED ANYTHING BY HEARING THEMSELVES SPEAK.

— Sir Richard Branson
WHAT’S A PERSONA?

Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way. Creating personas will help you understand your users’ needs, experiences, behaviors and goals.
Stellar Personas

Mike McLead
The Leader

Age: 45
Occupation: Agent
Income: $200,000

Needs:
- Accurate Data
- Low-Cost Options

Frustrations:
- Inflexibility
- Difficulty

Current Fruictions:
- Outdated systems
- Testing new things

Personality:
- Team Leader

Bruce Hustle
The Top Producer

Age: 35
Occupation: Agent
Income: $150,000

Needs:
- Accurate Data
- Low-Cost Options

Frustrations:
- Limited software
- Difficulty

Current Fruictions:
- Outdated systems
- Testing new things

Personality:
- Competitive

Sarah Neuman
The Confused Consumer

Age: 30
Occupation: Consumer
Income: $50,000

Needs:
- Accurate Data
- Low-Cost Options

Frustrations:
- Inflexibility
- Difficulty

Current Fruictions:
- Outdated systems
- Testing new things

Personality:
- Confused

CMLS2019
The MLS Moment
THE MARIS WAY

OR BOILED DOWN ...

THE TRADITIONALIST

DON’T CHANGE ANYTHING!
- Infrequent change
- Product ease of use
- Continued, incremental improvements to Matrix
- More in-person hands-on education
- Seamless login and launch experience
- Keeping the MLS cost affordable

THE MODERNIST

- Mobile friendly
- Usability
- Integration between products
- Search like it’s 2019
- Robust and visual CMA
- Different Client Portal
- Seamless login and launch experience
- Self help approach to FAQs and education

CHANGE EVERYTHING!
WHAT’S A CUSTOMER’S JOURNEY?

The customer journey is the complete sum of experiences that customers go through when interacting with your company and brand. Instead of looking at just a part of a transaction or experience, the customer journey documents the full experience of being a customer.

If you’re asking any of your participants to engage with you and make a decision, they’re on a journey.

Customer is experiencing and expressing symptoms of a problem or opportunity, is doing educational research to more clearly understand, frame and give a name to their problem.

Customer has now clearly defined and given a name to their problem or opportunity, is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.

Customer has now decided on their solution strategy, method or approach, is compiling a long list of options, given their solution strategy, is actively researching to whittle down their options into a viable and reasonable decision.
THE TAKEAWAYS

• **Listen**: Utilize your people (trainers, support, broker reps, etc.) and surveys to find out what makes your customers tick

• **Design**: Think about your customers’ relationship with you and design your marketing against their individual journey

• **Measure**: Pay attention to what works and be diligent about cutting what doesn’t — don’t wear out your welcome with inappropriate/unwelcome marketing

• **Relate**: Create opportunities for one-to-one interaction (broker office visits, outreach, training, support, etc.)
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