

Marc Cox's Business Case for Love 'Love Grid' - Template

The below grid and accompanying information on page 2 can be used to assess your company behaviour in order to gauge the type of customer experience and level of customer relationship you are delivering.

Customer Experience	Company Behaviour	Customer Relationship
Memorable	Brand	Love
Enjoyable	Retailer	Respect
OK	Dealer	Transaction



Overview of Company Behaviours

Dealer

Product + Price

For the 'Dealer', it's all about providing a good product at a competitive price. That is how they choose to compete. The customer has an 'ok' experience, they get the product they want and it does the job they need it to, but it wouldn't be described as enjoyable - as this isn't something the 'Dealer' sees as valuable to them. The relationship is transactional and there is no consideration of loyalty or a subsequent visit - the 'Dealer' is happy to take the money and move on to the next sale.

Retailer

Product + Price + Added Value Services

For their behaviour to be classed as 'Retailer' using Marc's system, an organisation needs to bring some form of added value services to the core product and price. They need to have considered customer experience and taken steps to ensure interactions with their company are enjoyable and something the customer would look to repeat again. Most health and fitness operators should comfortably sit here as we are in a service industry - there is more to your business than literally providing access to fitness equipment, and membership, in its very nature, relies on a relationship and repeat visits.

Brand

Product + Price + Added Value Services + Sense of Purpose + Beliefs and Values

On top of the behaviours required to be classed as a 'Retailer', to achieve 'Brand' status an organisation needs to add layers of purpose, beliefs and values to their offering. A clear public communication of what the 'Brand' stands for and why it exists, something which customers can buy-into and take into consideration when deciding which business to associate themselves with and what they want to be a part of. This is when it really does become more than a supplier-buyer relationship, doing business with a 'Brand' is a lifestyle choice, and company and customer are making a commitment to each other which will surely breed loyalty. The ultimate goal? To create raving fans who will not only return themselves but will bring others with them.

