

CONSUMER BEHAVIOUR
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trends
THE HUMAN ERA INDEX

"EMPOWERING INDIVIDUALS TO 'BE THE BRAND' IS A KEY CHARACTERISTIC OF A HUMAN ERA COMPANY"

MarketingWeek
Source: Lippincott

THE HUMAN ERA

The top 10 brands

1		Emirates
2		virgin atlantic
3		John Lewis
4		YD! SUSHI
5		BOSE
6		Apple
7		SAMSUNG
8		wagamama
9		Nationwide
10		Waitrose

THE BRANDS THAT BEHAVE MOST LIKE PEOPLE

The top brands by sector

Scores are out of a maximum of 10

	Airlines	Emirates	10
	Retail	John Lewis	8.8
	Restaurants	YD! SUSHI	8.4
	Consumer electronics	BOSE	7.8
	Financial services	Nationwide	6.7
	Groceries	Waitrose	6.6
	Media and entertainment	DISNEY	6.1

THE HUMAN ERA TEST

1. Does your brand send emails that come from 'do not reply' addresses? Y N
2. Does your brand make it difficult for your customers to reach a real person? Y N
3. Does your brand make money in ways that your customers don't know about? Y N
4. Does your brand have policies that make it hard for front line employees to "make it right?" Y N
5. Does your brand measure your call centre staff on how fast they get off the phone? Y N
6. Does your brand send out communications with a paragraph in 6-point type at the bottom? Y N
7. Does your brand prevent unedited ratings and comments from customers on your website? Y N
8. Does your brand resist letting your leaders speak unscripted and show their true personality? Y N
9. Does your brand proactively steer customers away from the product best for them, and toward the one more profitable for the company? Y N
10. Does your brand feel uncomfortable saying sorry? Y N
11. Does your brand follow your process to the letter, or will it allow an exception to create a happy customer and advocate? Y N
12. Does your brand carry out customer research done "behind closed doors," or does it ask questions and get feedback in open forums? Y N

If you answered yes to most of these questions, your brand has a way to go to enter the Human Era.



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