



Great Ideas For Customer Experiences
Creating Coproduction Experiences

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The creation of coproduction experiences is the heart of how companies create do-it-yourself customers and improve customer performance. Experiences derived from these principles enable customers to do more work, reduce costs, and unlock more value from goods and services.

1. Vision

Vision is a well-known determinant in enabling humans to achieve desired performance. Vision defines what the state of desired performance looks and feels like. To address the lack of customer vision, companies enhance experiences with goals, expectations, plans, and feedback.

2. Access

Access describes the need customers have for the right tools, environment, and information that enables desired performance. For example, in goods such as iPods, microwave ovens, and even socks, designers build in interfaces and nuances that support ideal performance and make products easy to use [we really do have a pair of socks that have a green/red color indicator sewn into the toe. It tells us when our socks are inside-out (red) or right-side-in (green)]. To address the lack of customer access, companies enhance experiences with policies, processes, people, tools, interfaces, information, and nuances.

3. Incentive

Throughout the history of modern commerce, *incentives* (and its opposite, *disincentives*) have had a significant impact on customer motivation and behavior. Sometimes customers need a swift kick to perform! Free gifts, premiums, rebates, and discounts encourage customers to try new innovations, shop more frequently, and tell others of their experiences. On the other hand, extra fees, denial of service, and even arrest encourage customers to plan ahead, avoid trouble, and do the right thing. To address the lack of customer incentive, companies enhance experiences with rewards, negative reinforcement, and punishment.

4. Expertise

A quote that makes the rounds in human performance circles reads, "If you put a gun to their head and they still can't perform, then it is a skill deficiency." The lack of expertise reflects the absence of the knowledge and skill required to perform a task to a desired standard of performance. To address the lack of customer expertise, companies enhance experiences with customer education.



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