

Demographics of Technical Service Purchasers

Service Market Demographics

The profile of a typical customer purchasing services from IndeServe is described by the following geographic, demographics, psychographics and behaviour factors. The descriptions represent the views of IndeServe Account Managers and others in the company based on years of experience in dealing with services decision makers in small, medium and large companies in New Zealand and internationally.

1. DEMOGRAPHICS

In most small and medium enterprises the purchasing of materials and services is the responsibility of a single individual. The demographics of a typical SME's purchasing decision maker is:

- Male
- 35- 50 age bracket
- Manager or Owner
- Typically trained on-the-job
- Entrepreneurial about his business
- Sees paying a serviceperson as a necessary cost to the business, but one to be minimised

The purchasing of services in large companies and the Government is usually the responsibility of up to 3 or more individuals, eg, IT Manager (computer services), Telecommunications Manager (PABX/network services), Property Manager (electrical and security services) or a Purchasing/Procurement Officer (all other services). Each market segment calls its purchasing decision makers by different titles, however the job descriptions and functions are similar and overlap between the segments. Specific demographics of the purchasing decision makers by market segments are set out below.

2. PURCHASING DECISION MAKERS

a. Corporate Services Purchasing Decision Makers (assumes purchasing is centralised in Head Office)

Administration Manager - not technical, promoted because good with people
IT Manager – probably has formal qualification
Property Manager – on-the-job trained and highly experienced
Purchasing Officer – not technical, promoted for hard work
Telecommunications Manager – ex-Telecom, big company focus

b. Government Services Purchasing Decision Makers

Contractor/consultant – university educated
Department Head - university educated and highly experienced in Government

Facility Manager – proven professional in the building industry
Purchasing Officer – long term public servant
Section Manager – apprentice trained and highly experienced

c. Network Operators Services Purchasing Decision Makers

Contract Manager – hard man, technical background

d. System Integrator Services Purchasing Decision Makers

Project Manager – respected and experienced in company
Purchasing Officer – go by the rule book written by overseas parent

e. OEM Services Purchasing Decision Makers

Channel/Partner Manager – loves talking, high achiever
Customer Service Manager – ex-technician with can-do attitude
Project Manager – long term employee

f. Contractor Services Purchasing Decision Makers

Project Manager – black and white, action oriented

g. SME Services Purchasing Decision Makers

Manager - on-the-job trained and experienced
Owner – entrepreneurial, sees service as a cost

h. Consumer Business Services Purchasing Decision Makers

Owner/Employee - on-the-job trained

3. PSYCHOGRAPHICS

Administration Manager

- Wants hassle free service
- Needs clear and detailed invoices
- Likes simple service packages

Contracts Manager

- Wants you to be responsive and to act quickly
- Needs clear and detailed invoices
- Wants reports and feedback

IT Manager

- Needs high level of support and communications
- Response time is a real focus
- Attends to seminars, shows, etc
- System up-time drives the servicing decision

Property Manager

- Cost driven

- Wants reports and feedback
 - Likes regular maintenance programmes
- Purchasing Officer
- Cost driven
 - Tries to be impartial
 - Focuses on individual job, not relationship
- Telecommunications Manager
- Not keen to switch service providers
 - Comfortable with SLAs
 - Likes to know progress of job
 - Wants advice on technology and problems to keep up-to-date
- Contractor/consultant
- Creditability of design and project management sway him
 - Likes to deal with companies that have a good track record
 - Good documentation is a factor, but not a necessary one
- Project Manager
- Likes to deal with companies that have a good track record
 - Good documentation is a factor, but not a necessary one
 - Wants you to be responsive and act quickly
- Department Head
- Proven track record in Government
 - Impressed by flash proposals
 - Wants you to promise in writing everything will work
- Facility Manager
- Proven track record outside Government
 - Lowest cost is driver
 - Can be sold on benefits versus cost savings
 - Likes to be kept informed
- Section Manager
- Proven track record in Government
 - User of latest technology
- Channel/Partner Manager
- Likes relationships and to be kept informed
 - Is interested in procedures rather than job details
- Customer Service Manager
- Keen on training and quality of technicians
 - Reliable, hassle free service drives his decisions
- Owner/Manager
- Service expenditure is a necessary evil
 - Doesn't want to think about who to call for service
 - Likes one-stop shop concept , if low cost
 - Needs advice on systems and operations
 - Wants promises kept
- Operator/Employee
- Wants hassle free service
 - Likes one-stop shop
 - Likes nice people to deal with

4. BEHAVIOUR FACTORS

Administration Manager

- Will go with big company
- Driven by price to justify decision
- Wants to spend minimum time deciding on service provider

IT Manager

- Likes to try latest technology or something new
- Likes presentations, graphics, etc
- Wants to be associated with recognised companies

Contracts Manager

- Wants final say
- Needs information when things go wrong
- Hard to please

Property Manager

- Thinks subcontractors are plentiful
- Wants you to jump when he says

Purchasing Officer

- Wants everything in writing
- Must promise to meet specification
- Driven by price

Telecommunications Manager

- Likes techie talk
- Likes people he has track record with

Contractor/consultant

- Likes direct talk on capabilities
- Goes with known suppliers for safety

Department Head

- Wants guarantee in writing you can do job
- Likes one point-of-contact to simplify the relationship
- Likes dealing with big company

Facility Manager

- Likes to deal with well recognised companies
- Wants reports and analysis

Section Manager

- Doesn't want to take risk
- Worried about dotting i's and crossing t's

Channel/Partner Manager

- Aspires to a higher position
- Likes relationships and regular communications

Customer Service Manager

- Likes following procedures and regular reporting
- A great guy when things are going well

Owner/Manager

- Likes to deal with people he knows
- Is decisive
- Needs convincing money has to be spent

Operator/Employee

- Likes to deal with people he trusts
- Doesn't want to take risk with owner's money