

Customer Centric Growth with Jobs to be Done

How to Apply the Jobs To Be Done Framework



Applying the Jobs To Be Done Framework

When McDonald's Restaurants adopted the Jobs to be Done (JTBD) methodology, they increased sales of milkshakes sevenfold.

Now that's a result worth paying attention to!

When McDonald's looked to increase milkshake sales, they considered the usual suspects; offering more flavours and different sizes. But that didn't work.

Traditional customer research might discover that "I'd like a milkshake" really means "I want something filling to eat". When McDonald's applied the Jobs to be Done (JTBD) framework, they revealed that customers actually wanted something to keep them engaged on a long commute to work.

So, instead of adding different flavours, the McDonald's team made milkshakes thicker. Once they put in strategies to support the customer's Job to be Done, (to reduce boredom on a commute), sales of milkshakes increased 7X.



Applying The Jobs To Be Done Framework

The power of understanding customer motivations beyond demographics

Today, we can gather more data about our target customers than ever before. But how useful is this data to marketers and business owners? If we are shaping products and developing strategy, demographic and psychodemographic data has its place, but it's not the whole story.

In 1990, Tony Ulwick hypothesised that companies can unlock innovation and growth by understanding that customers buy a product or service to get a “job” done. If it does the job well, we hire it again. If it misses the mark, we look for an alternative to help us solve our problem.

It wasn't until 2010 that people really started to pay attention to the Jobs to be Done framework. Johnson & Johnson attributed winning an Edison Award to the insights learned from their JTBD research, and the rest is history. Now, it's applied in marketing, product, and management strategy the world over – in industries from SaaS to heavy machinery.

The Jobs to be Done framework helps B2B professionals like us to better understand customers, create a shared view of priorities, and enable a laser-focus on what drives the most results within our business.

In this article, we take you through the fundamentals of the Jobs to be Done framework and how crafting effective JTBD statements helps New Zealand companies like Tradify and Lumin achieve growth, alignment, and effectiveness.



Aligning sales, marketing, product and leadership to marketing ideas can be a real challenge.

Achieving that laser-focus on customer value is a result of aligning your whole team around the needs of the customer.

If an internal presentation didn't land, or if a product idea didn't make it to market, it can take the wind out of your sails. The Jobs to be Done framework, however, has the power to align teams internally by putting the customer at the centre.

Lucy Mansfield is the Head of Growth at Lumin, the PDF editing software, and uses the JTBD framework to drive innovation and marketing (everything really).

"We're constantly educating everyone in the company what it's (JTBD) is all about. And now everyone is onboard with it, it's a beautiful thing. It's psychological, it's emotional, it's functional, and it brings everything together in a distilled concept. We really live and breathe it."

Lucy Mansfield, Head of Growth, Lumin



Jobs To Be Done uncovers the real story beyond assumptions.

When Ross Howard, Chief Product Officer at Tradify first joined, the first cab off the ranks was a large-scale Jobs to Be Done project to discover what lay at the heart of Tradify's value, brand and customer proposition.

Tradify, a job management software for tradies, went into the project thinking that their customers were wanting to achieve exponential growth in their business.

The results of the project were surprising. Ross says,

"We discovered early on that was not the job people are hiring Tradify for. They're looking for a solution that helps them with admin – the side of the business they don't really enjoy."

The Tradify software was "hired" by tradies and their small teams to automate and streamline all the things that they didn't want to do, so they got their time back to do the important stuff – like working on the job.

As marketers, these are the insights we live for. Anything that helps us to create more compelling messaging from a place of deep customer understanding is going to ignite a fire under our work and increase its effectiveness.

Ross Howard, Chief Product Officer, Tradify

TRADIFY



Jobs To Be Done helps to prioritise the work that matters most.

Prioritisation is a business owner's dilemma, and many projects might be vying for your attention.

JTBD can act as a decision-making filter – and gives the customer a figurative seat at the decision-making table.

At Tradify, Ross knows from the Jobs to be Done research that his customers just want to get the job done in the fastest and easiest way possible. No bells and whistles. This enables the team to prioritise the work that will have the biggest impact to the customer.

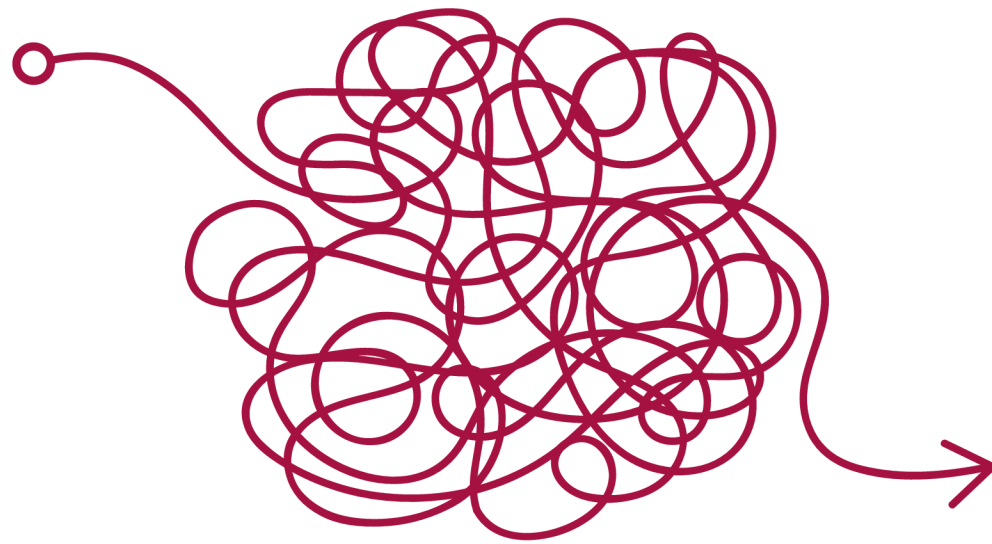
"We ask; have we made it the fastest and easiest way to generate a quote? Is this the fastest and easiest way to get paid?"

Ross Howard, Chief Product Officer, Tradify



Remove friction from the sales pipeline.

At what point does a customer first think about your product or service?



Introducing Category Entry Points.

In what situation does a potential customer think about “hiring” a solution like your offering? The Jobs to be Done framework can help to define and understand category entry points, and the pain points that trigger them. Ross Howard from Tradify found JTBD invaluable in understanding their category entry points.

“The Jobs to be Done framework helped us to identify the moment when people were looking for a tool like Tradify. For example, the point when people start Googling a job management software like Tradify might be when there’s no money in the account and customers are wondering who they can invoice.”

Ross Howard, Chief Product Officer, Tradify

Add JTBD to Your Marketing Playbook.

We’ve spoken a little today on why the Jobs to be Done Framework can be a game-changer across the whole organisation.

At the end of the day, building trust with your B2B audience starts with gaining clarity – of the customer, and of how you provide value.

The Jobs To Be Done framework, combined with knowing your Category Entry Points, can help gain valuable customer insights, aligning the organisation around said insights, and delivering products, services, and communications.

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