

Editorial: *The challenge of the invisible revolution, right thinking about people*

Thinking about people means the real way to understand what will work in transforming the „customer experience”, and not just improving (a better one meaning higher retention and lifetime revenue). As we all know, final purchase decisions are being made „in-store”, literally and figuratively. That is why it is important to seek and promote the capacity to realize what is of value in our life, and to share, along with measurement and true strategy, so as to create a better „in-store” world. Could we use the civilization’s achievements in empowering us to be smarter in our interaction and action?

According to Thomas S. Kuhn¹: the result of successful creative work is progress; normal science consists in the actualisation of the promise of success, discovery beginning with the awareness of anomaly and its exploration, the paradigm change (being really hard to make nature fit a paradigm) being complete when the anomalous become the expected; crises - the essential tension implicit in scientific research - provide the opportunity to retool, all crises beginning with the blurring of a paradigm; a scientific revolution seems invisible because paradigm shifts are generally viewed as additions to scientific knowledge.

As we highlighted on other occasions, it is crucial to harmonize in what concerns the identification of good measures of welfare research, understanding what must be adjusted and what mustn’t, the confidence crisis inviting to increase the emphasis on social responsibility as a corporate marketing strategy, adopted by management which cannot choose ethical indifference. We need better rules and people, the virtue that follows science heading us down the right path towards overcoming the paralyzing insecurity of economic blood flow and shaping the complexity of current affairs drastically but correctly, in order to develop social virtues and responsibilities.

On the other side, we have to take into account the wisdom resulting from providing customer service in social spaces, and in this respect what recently David Armano argued,² that because human business is naturally a social business (which means doing business in a more connected, participatory and socially responsible fashion), changes can only be met by a business which is able to embrace and scale its „human side”, in beginning to address these challenges (a long way to go) considering the fact that all signs point to connecting vs. disconnecting as the way business will be done in the not so distant future. A month before,³ Armano showed that people don’t naturally share with other people what they know, and the social media programs are less likely to be successful if we cannot even share our ideas and knowledge internally. Therefore, success could come from the business culture, the fact that the actual challenges (of measuring the business performance of marketing initiatives which are individualized to each customer’s circumstances, of being relevant and creating dialogue that matters, of taking action through persona-based recommendations, and turning customer dialogue into ROI) involves a careful thinking and planning is well known.

¹ Thomas S. Kuhn - The Structure of Scientific Revolutions, A Synopsis from the original by Professor Frank Pajares, Philosophers Web Magazine, www.des.emory.edu/mfp/kuhnsyn.html

² David Armano - Human Business Is Social Business, http://darmano.typepad.com/logic_emotion/2011/05/human_biz.html

³ David Armano - Social Business Planning: Aligning Internal With External, http://darmano.typepad.com/logic_emotion/2010/04/socialbusiness_planning.html

Travelling through this time of paradigm change (we are witnessing that economics itself contributes to this change) to the destination where our judges are the future generations, we owe it to them to find the appropriate answers in relation to the necessary result of successful creative work which is reflected in progress in transforming „customer experience”, and not just improving. And that means right thinking about people. That is why we are continuing to pledge for this kind of new conversation approach as part of a revised and re-innovated conversation’s architecture in order to speed-up the imperative adaptation to the shifting perspectives on knowledge itself, by working in concert to sharing, applying and even creating knowledge, and contributing to influence the change processes.

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