

CONSOLIDATION OF MY 76-90 REACTION PAPERS ON THE 95 THESES THE
CLUETRAIN MANIFESTO

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76th Reaction: We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?

Integrative Questions:

1. What does the statement mean?
2. What are the first impressions we do?

Markets are continuing to offer new ideas; new tools and new strategies that will help companies to improve their products and services. And that is a very big help for the company if customers share their new ideas. Unfortunately, most companies won't take this limited opportunity. Instead, they are doing their own way – the traditional way. Markets are providing this kind of knowledge that will help companies prosper in yet; these companies who are sticking their prides up won't even react – as if the markets don't have the chance to help them.

The relationship between customers and companies has been stable for some and unstable for others too. What the companies and the customers should do is to clear up things down and just communicate with each other and share information and knowledge so that they can both benefit with the ideas, thoughts, and information they both have. Every idea whether it is big or small idea can help the company. If the customers share their ideas and suggestions to the company, the company will benefit and also the customer will benefit because they are able to share what they want in a product or services and that the company will provide it for them. And the company at the end will have more profit and they will gain the trust and loyalty of the customers because they listen to them and that they satisfy the customers by providing them the products and services that they want.

77th Reaction: 77. You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.

Valuing the customer is essential in establishing the company; it will dictate the flow of the operations and everything. If customers need assistance in the product that they buy, the company who provide that product or service should be there to assist the customer. It's their responsibility as the manufacturer of the product. Companies should not take too long to reply to the inquiries and queries of the customers because what the customers need is a quick reply and an accurate one.

Customers don't like to wait so long so the company must be alert. They should respond to the customers need as fast as they can because if the customer waited so long and yet no actions done by your company, the customer will find another company. If customers do email to your company, it's either be the content is positive or negative. And the best thing to do is to take time to read them because they can be a help to your company. Companies can get ideas, new strategies from their customers so they must entertain them and if customers have negative comments against your customers take it as a way to improve your company. Learning from their mistakes is the best thing company can do in order for them to grow and become successful.

78th Reaction: You want us to pay? We want you to pay attention.

Customers play a big part on the life-cycle of a company or corporation. The failure or the success of the company's products and services depends on them. They are also the ones to purchase and react on the things they have experienced with the products and services they have bought. The customers and markets would be the one to tell other people whether they have experienced a positive or a negative effect on the products and services. The money that they are using are the ones which is difficult to get and hard to earn. This makes the customers and markets even more particular and sensitive about the things they are purchasing on the market. They want to have their money's worth the difficulties and hardships they have encountered before buying the particular products and services.

Companies must learn to value their respective customers. Markets are willing to pay, even do anything, just to make companies work something better for them; they are willing to pay as long the company will satisfy their needs and wants. Markets ask for companies' attention because markets are concerned to what companies continue to do with their people. Markets invite companies to take this kind of consideration to show interest to change. If companies really want customer buy their products and services, or even patronizing them, companies should learn how to pay attention.

79th Reaction: We want you to drop your trip, come out of your neurotic self-involvement, and join the party.

Integrative Questions:

Customers and companies must have a good relationship. It's very important to the companies or corporations to give importance with their relationship to the customers. The companies would need to have a great relationship with their customers because they are the ones who they need to woo and court to purchase their products and earn profit and income. The customers are the medium of whether the company's products or services would rocket sky high up in the atmosphere or would be buried down below six feet under. That is why it is very important for the companies to be kind and caring for their customers. The trust of the customers whether the company can deliver what they want and need is also an important thing. While on the customers' side of view, they would also somehow need the companies to get what they want and need. They would need to communicate also with the companies for the companies and producers to know exactly and specifically the things they want.

Every person in the market wants to be part of a something or an event because they know it will be the cause of their involvement in the society. That is why the customers are inviting and encouraging the companies to speak to them and communicate. The relationship and trust between them are essential and vital for the both of them but weighs heavily on the companies' side because they are the one who needs the customers. Customers can have other company to buy for a product but if a company loses its customers, they will not have another customer so it's there lose. For that instance not to happen the company must build a good relationship with their customers because the relationship between the company and the customers is a give and take relationship.

80th Reaction: Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.

Integrative Questions:

Customers play a very important role in the company because it where the companies get their profit. Companies may have all the money they could get, but along the way, they could end up losing more money than they expected. That is why companies should learn to change their method, their approach to people to convince their products and services to be bought.

The customers can uplift the company overall to new heights or they can also bury them deep in the bowels of the ground. The customers can predict the life of the companies together with their businesses. Without the customers to purchase and use their products and services, there would also be no flow of cash occurring inside their company. The companies would have a very difficult time surviving and staying alive with the competition or even the life of the business overall.

Earning money takes a lot of process – efforts and hardships. Companies should take other consideration before thinking a lot on ways to earn. Companies must take serious actions in dealing with their customers. If they don't want to lose them, they should learn how to act things right. They should take time to talk with people around them, not just boasting themselves that they are gaining a lot from money.

81th Reaction: Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?

Integrative Questions:

1. How does the money affect the choice of each customer?

Money is the reason why people work. Money is needed by every individual; you could do a lot of thing with money. If you have money nothing is impossible. You can let your money work for you. Nevertheless we must also remember that money is the cause of all evil thoughts and actions. Money can still deceive people. Sadly, more people, even organizations think money as their god because you cannot live life without money. In every thing you do money is present; wherever you go you need to have money; you can't do what you want to do without money.

Companies are being too focused on money as if they cannot live without it. Money becomes a one-dimensional entity that companies are getting attention with. Companies should remove the notion that money is everything. In fact, money isn't everything in this world we live in. There is more that we should learn to focus on – something that we should prioritize first before money. Talk about relationships, the commitment, and the responsibility. They are all important.

As the bible says “Man cannot live on bread alone” this is very true. Money is not the most important thing on earth; you can earn money if you are hard working but you can never easily get the trust of other people. Good relationship between the company and the customer will lead for the success of the company and the satisfaction of the customer.

82th Reaction: Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?

You can test the quality of one product when u buy it and then use it. Everybody wants to buy a product that has quality so usually we buy in the stores with brand name because we are sure that the product that we are buying has quality and also in buying things such as electronics gadgets we buy in a store who gives warranty. But sometimes even if that is the case, the product will still broke the next day or the next weeks.

Companies should not hide if the products and services that they have provided is a failure for some customers. They should face the fact and receive it as an improvement for the things they are producing. To avoid this from happening, they should produce products and services of quality rather than quantity. They should be transparent and open to their customers for queries and questions that are coming to them. They should not hide anything from their customers for them to gain loyalty and trust.

**83th Reaction: We want you to take 50 million of us as seriously as you take one reporter
From The Wall Street Journal.**

Valuing the buyers or clients is an essential task that must be done correctly and smoothly in order to avoid the complaints or negative feedbacks against the company due to wrong communication with its customers. Good customer relationship is a very big advantage to the company.

Companies nowadays are focusing much more on the reporters from The Wall Street Journal rather than to their customers. They pay more attention to what the reporters would say about them. They just want to be known as one of the most popular companies existed in the world. They want to be known for the income that they are accumulating in a year or so. All they want is to be famous because of the success they have gained from the businesses that they have done. What they forgot about is giving back to the customers. They should give importance to their customers rather than focusing all in all to the reporters. They should minimize the time and effort for reporters because the reporters only take down stories and information to be published on a magazine or so. But the customers would be the ones who can bring them to the top and stay there as long as they are providing quality products and services to them.

Companies must realize that a market is the reason why they still exist. Markets are willing to collaborate with them so companies should open their ears to the customers and make a good relationship. Companies should put in mind that customers are the number one actor in their business so they must listen to them and make them as their priority.

84th Reaction: We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?

Markets are more intelligent than companies because they know people inside and outside the company. Markets know a lot of things because they are involved with people around the company. People inside their companies are more than willing to talk. They want to communicate not just inside their respective corporate borders, but they want to speak outside to the community as well. Through conversation, everyone contributes for the companies to meet new opportunities outside their field. Companies will be starting to receive great benefits as they themselves connect and participate with the community.

Market or the people look for someone who is interested in entertaining the customer to the fullest. Customer or buyers look for a person that will provide them their needs and wants. Valuing the buyers or clients is an essential task that must be done correctly and smoothly in order to avoid the complaints or negative feedbacks against the company due to inappropriate communication with its customers.

85th Reaction: When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people We'd turn to.

Integrative Questions:

Everyone has a question or issue of its own. That is why we go and find someone to talk with to address these concerns so that they could be able to help or to solve those problems by communication with them. Through conversation, an individual could talk to his ideas, his thoughts and his opinions about that manner. Same goes with the story between markets and companies. Markets want companies to keep in touch with them so that if there will be dilemma going on, markets could turn to each other for answers. Markets want the companies to be open to them.

Companies always look for answers to their problem and a lot of times they question those who are inside the company, the high position holders who gave them blank answers. The answers that the companies need are from their market and the people who work for them. Usually they search the answer or solve for the answer inside the boardroom but nowadays it is different, answers came from their market. The market or the target customers hold the answer for every company's question because they are the ones who the companies want to please.

The market has the answer to the company's problem because they are their customers and they hold the key for the company's success. Companies usually do not turn to their market for answers instead they work on it alone, but it is important to get the opinion of their customers. Companies have the Research and Development team to study the needs and wants of their customers but it is not enough just to put a R&D team, it is very important for a company to regularly talk to their market to know what they want. Companies should have a center for the concerns of their customers because it will be very helpful in answering for their problems. If the company was able to put up that center for customers' concerns then it will be easy for them to answer the needs and questions inside the company. Companies should try working with their market because it will be for the benefit of the company as well as their market.

86th Reaction: When we're not busy being your "target market," many of us *are* your people. We'd rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job.

Want markets want companies to realize that markets are being serious and being busy in reaching out people, not just by attracting companies to work with them. Companies notion maybe something different to what most people do think about markets. Markets are not their target market. Markets won't waste time to do that kind of stuff. What companies should realize to markets is that they do not need such a thing just to convince companies to join their community.

People inside the company can also be the company's market actually they are the ones who are very opinionated and what they have in mind usually is what the market is thinking. The company should not underestimate the power of the people inside their company. People inside their company are also their market because they are also customers. People inside the company also know how to be a customer and how to think as a customer. They are also people who know what they want in a product and what attracts them most. Company should talk to them regularly because talking and communicating with them is as if they are also the customers.

Company should have a relationship with their employees because their employees would give them the keys to succeed. Their employees are also a good example of marketing, so it is important for a company to take good care of their employees because employees are the best marketers for the company's products. People inside the company should believe to what is the company stands for and create so that they will be able to market the products of the company effectively. It is said that the employees are the best marketers so the company should regularly talk to their employees. Employees are very important to the company because they are the heart of the company and they are also the best advertisers of the company's products. Companies should not ignore their employees' opinion but instead listen to them because they can learn a lot from the ideas and suggestions given to them.

87th Reaction: We'd like it if you got what's going on here. That'd be real nice. But it would be a big mistake to think we're holding our breath.

Target market or the customers are keys to the success of a company so it is very important to please them. Customers will bite any idea of a company if it is made for them and it is very reasonable but customers will not bite the idea if the idea is not focused on the customers.

Customers know what they want and they are willing to talk their wants to a company so that the company will concretize the ideas of the customers. After listening and studying the concepts, the needs and wants of their market the company will be able to come up with an idea to satisfy and please the customers. Customers usually patronize things if it is focused on their needs but customers also have the power to ignore and eventually lead to death of a product. If a company thinks that customers are not completely telling what they want then they would be ignoring the concepts of their market and the market will not patronize the product produce by that company because they feel that it is not made for their use and it is not focused on the customers.

Customers usually are very sensitive to new products; they would study it and ask many questions about a product before trying it to make sure that the product is really beneficial to them. Customers who enjoy the product will be loyal and patronize the company. It is very important for the company to listen and make sure that the needs and concerns of the market are addressed well because the goal of companies will be achieve through pleasing their market or target customers.

88th Reaction: We have better things to do than worry about whether you'll change in time to get our business. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom?

It is hard to please everyone but companies have to please their market because the life of the company rest unto their market. It is hard to please customers but once you have please them, rest assured that customers will be loyal and forever support the company. Usually it really hard to get information from the customers, companies have to build good and effective relationship with them and should give incentives so that could they could both communicate with each other. Also the company should build a good reputation because customers are very nosy about the reputation of a company and they will not be willing to give information about them if they know that the company is not good and competent one.

Companies need market and customers who are loyal to them in order to survive the business and eventually expand. It is in the customers that lay the life and success of a company. Without the customers there would be no company so it is very important for the company to please them. Company should engrave in their vision and mission the needs and concerns of their market; they should also keep in mind that they really need customers in order to survive by keeping that in mind. Pleasing customers is a sign that the company will grow in the future because it is in the customers that the future of the company rest.

Companies need to build a good reputation so that customers will trust them and be loyal to them and lastly companies should always remember that they need customers for life so they have to work hard to get because after getting customers for life they will be success in the future.

89th Reaction: We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.

It is in the market or customers that laid the life, bread and butter and lastly the future of the company. It is very important to acknowledge the need of the companies for a market that will be loyal to them. It is also important to take note that market and customers are very powerful. Customers and target market are very strong and manipulative when it comes to businesses because they know that they are the heart of the business. In a snap of a finger they could tell whether a company could stay or not in the business.

The market is indeed very powerful so companies should be alert to their needs. If the companies are not competitive enough, they do not take in mind the needs of their market then their market could shift directions and eventually this shift will lead to the death of the business of the companies. Companies should remember that they are not the ones who are controlling their profitability and stay in the business but it is in their market.

Companies should keep up with other competing companies to get the attention of their target customers because it is all about the business of the survival. Companies should make good relationship with their customers so that they could both talk or communicate regularly their ideas with each other. The company should have a customer center so that they will be able to know what it is in their customers' mind. It is all about pleasing the customers.

90th Reaction: Even at its worst, our newfound conversation is more interesting than most trade shows, more entertaining than any TV sitcom, and certainly more true-to-life than the corporate web sites we've been seeing.

Customers are hard to please so the companies need to triple their effort in knowing the things, trick that would please their customers. Target market can be easily swayed by rumors and bad news, so the company needs to protect their reputation. Customers always shift their buying power to other companies if the recent company would not listen to their needs. Customers are said to be hard to please and they do not just easily believe commercials and websites but they are easily swayed by rumors so the company needs to triple their effort to please the customer. What the customers want is real conversations with other customers, company and people inside the company.

Target market wants real conversation because through the real conversation they will be able to know if the company really is doing their job or they are just putting a mask. Customers or target market can easily converse with competing company and competing company can either spread bad rumor about a certain company or they could use the information from the customer to compete or launch another product. Companies need to make sure that they are delivering the best for their customer and they also have to protect their reputation. Company should also make sure that the people inside their company will not backstab them and will talk to customers about good things about the company. People inside the company are the best advertisers but because they could spread bad rumors about the company so the company should take good care of their employees.