



The
CSCYCLE

experience growth

The background features several large, semi-transparent colored circles in shades of purple, green, blue, and teal, scattered across the white space.

**What does the
customer need**

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**What does the
customer want**



MAX-NEEF MODEL

A key distinction in Max-Neef's model is between needs and satisfiers (what the customer wants).

While needs are finite, universal, and classifiable, satisfiers are the means of fulfilling these needs. Satisfiers can vary greatly between cultures and contexts, and they can be positive (effectively satisfying needs) or negative (leading to pseudo-satisfaction).

Links:

<https://www.rainforestinfo.au/background/maxneef.htm>



The nine basic needs

	Need	Example #1	Example #2
Subsistence	Nutrition and Health	Access to healthy food	Junk Food
Protection	Safety and security	Safe neighborhood & community support	Isolated community and fear from strangers
Affection	Love and bonding	Close relationship with friends and family	Social media connections
Understanding	Education and knowledge	Schools and Universities	Self learning, relying on publicly available information
Participation	Engagement and Involvement	Active engagement in community activities	Exclusive club membership

The nine basic needs

	Need	Example #1	Example #2
Leisure	Recreation and Relaxation	Actively engaging in hobbies (sports, cultural activities)	Passively consuming entertainment via TV and On-demand video
Creation	Personal and collective creativity	Engaging in arts and crafts activity Creating content	Conforming to trends, following social influencers' content
Identity	Self esteem and self-belonging	Cultural and family traditions	Adopt certain brand/s promoting its uniqueness.
Freedom	Autonomy and choice	Individual ability to make personal choice and achieve goals	The balance between the personal freedom and the welfare of a community

The “Customer” view

	Professional “translation”	What customers Need?	What do customers want?
Subsistence	Physical and mental health	Reliable product to make them successful and their job stable	High quality product that has been designed and tested to meet their expectations
Protection	Safety and Security	Trust the vendors they work with	Transparent business practices, business conduct, excellent service, compliance with regulations.
Affection	Emotional connection	Feeling valued	Personalized customer service
Understanding	Education and Knowledge	Clarity and understanding how the product works	Product training, knowledge base, training, tutorials, webinars,
Participation	Community involvement	Feeling involved and being heard	Interactive platform , product community, forums, social media channels



The “Customer” view

	Professional “translation”	What customers Need?	What do customers want?
Leisure	Free time, relaxation	Enjoyable , stress-free experience	User-friendly design, “gamification”, entertainment
Creation	Personal creativity and skills	The opportunity to create and innovate	Customers can personalize their experience, co-creation activities with the vendor/other users.
Identity	Sense of belonging	Reinforce sense of identity and self worth	Adoption of brand values that highlight specific identity aspects (collaboration, teaming with others, individual characteristic, etc)
Freedom	Autonomy	Flexibility and being able to chose	Multiple options to consume a service (few tiers, premium service, etc.)

Summary & Tips

- Customer expectations are based on human needs
- The articulation of the needs is what customers express that they "want."
- Customer Success teams should reassess their strategy by factoring customer feedback translated to changes in customer needs.
- The "satisfiers" of customer needs vary between industries, markets, and territories.
- While the model does not explicitly refer to priorities between the different needs, CS professionals using sound soft skills can determine the importance of their customer's needs.

THANK YOU!

