

Cluetrain Manifesto 95 Theses

Reflection

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Abstract

This is the last few theses in the 95 theses of the Cluetrain Manifesto which talked about the relation of the market and the companies and how they should build a relation in order to live together in peace. It also covers the explanation that the networked market is in and out of the company meaning there are some people in the networked market that are working in the company since everybody needs work to survive in the modern world and the best place to get work are the companies that needs a lot of employees.

76. 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?

As I mentioned in some of my earlier reflections the market is the one that keeps the companies alive since the only reason the companies are there is because the market is buying their goods. The company actually needs to know what's the ideas of the market are so that their sales would be more efficient because the more the market needs the item the more customers they would get. Since the company has closed the door they now need to predict or assume what the market or the consumers need. There are some companies that listen to the market so that they would most likely get a better share of the market since they produce what the market needs. Usually companies make products because they think that it would be a good sell or it would be something that the people would need.

Most companies started to invent products because they found inconvenience and thought of a solution for it. Just like the cell phones and computers. These products may have never been imagined by the people who use them but someone thought of it and introduced it to the market and then advertising it to the people then show them how they could use and how they could benefit from this product this is actually the biggest role of the entrepreneur to find the needs of people and make products. Now there are some consumers that has ideas that they are willing to give to the companies so that they could produce it for them and they would pay the company so that they could avail of that product.

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

Well this statement still targets the customer service of the companies since there are a lot of requests and needs that the customers are asking for from the companies but they are usually ignored. Normally we the market could email the companies for customer support or ask some questions there are also times when we would already call them from the numbers they give out in case we need help regarding the products we bought from them well the services of the companies has rapidly improved since they have noticed that people are very dependent in customer service and most of them would be looking for this service. Once customer service is neglected specially in 1st world counties that relay on customer service because they are too lazy to actually think of a solution for themselves would not buy from companies who lack customer service support.

Companies these days has seen the importance and power of customer relation and usually on management classes they would teach that the customer is always right since they are the ones that supplies the money so that the company could function. There are even some companies that would give out a life time warranty for their product to assure the buyers that their product is something that is very durable but the most common would be the one year which I think is good enough because after a year's use the product would usually be worn off or already needs replacement because of its old age.

78. You want us to pay? We want you to pay attention.

This statement is actually pretty simple the consumers want the companies to listen to them while the companies want the consumers to avail of their product or service. This is something that they could not attain so easily because of the never ending miss communication of the two parties. Even if they try to communicate and create a relationship it seems that it is so impossible because their thoughts or how they think both are trying to get what they want without thinking of the other first. They should learn to understand each other and to not abuse the one another to properly communicate. The customer wants customer service and quality products while the company wants to earn well I guess they would have to find a way to get both things done in order to solve the problem and end all the conflict.

Because companies are starting to understand the needs of the consumers and the consumers are also starting to understand that there are limitation in what they could ask from the company. They are now starting to communicate in the same language and understand each other's needs that were always neglected during the earlier eras. Companies are already investing in their customer service and customer relations center that it has its own department and I think this is also the reason why there is a huge amount of call centers that are being constructed. It would be used or it is currently being used so that the customers could reach the companies anytime anywhere.

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

Most of the stockholders and the major investors of the companies would usually ignore what's going on in the company for them as long as the companies earn they have nothing to worry about all the decisions would be the problem of the board of directors and the president because they would be the ones to decide anyways. Most of the top people would think this way actually if I were a stock holder and my line of business would be investment I would also do the same I don't really care what the company does as long as they keep my money going it would be good for me and if ever their stocks would start to depreciate and it seems that there would be no way for it to regain its position in the stock market well I guess it is time to sell the stocks and invest in a new company this would be the easiest way to get money out of stocks with barely any effort.

But I think this statement is calling out for the investors to get out of their way and assure that the company is doing the right thing and assure that there are no moral issues that should be neglected by the board of directors and the president. I doubt people would do that specially if they are just after the investment but o well I guess it is worth a try for some of them. It may actually help the relationship of the market and the company.

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

In businesses you would need to sacrifice some money in order to gain more money it is a gamble but it part of business and I don't think people could avoid not doing it in businesses. As long as the person or the people that makes the decisions for the company would not make a wrong investment they would keep on growing this is what the risk management department is for and this would be the one that would help the company avoid problems with the stock market. Usually wrong investment would mean the death of the company a good example for this is the communication problem between the company and the market because in order to make the customer service department the company would have to invest a lot like materials, offices, utilities and man power. It would have to be people that has high knowledge of the product so that if ever there are problems with the product that they sold the customer service representative would have the knowledge on who to fix it.

This is why there were a lot of companies that did not see the use of a customer service since they thought it would only be a liability to the company since they would not earn with that department but latter they realized that the customers need this department and without this department they would start losing customers because there are no people that would answer and support the customers when they have issues or problems with the product.

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

The company focuses on earning money while the market is focusing on product quality and customer service because of these they have conflicting ideas. Their ideas are so different that they would usually neglect each other because of it. The market is not interested in the money because it comes from them and the company on the other hand is not interested in the product because it comes from them. This is the usual conflicts that arise which are usually not addressed by both parties. In the recent world companies are now giving customers the treatment they deserve and the treatment that should have been given to them a long time ago but of course not all the companies would give this kind of benefit because some are still narrow minded enough to neglect this. The customers on the other hand sometimes abuse the privilege that is given by the company.

Companies would usually talk about how they could increase their sales or how they could get more people to buy their product and so on which is still about how to get money and how they should invest money. This is natural since the company entered the business to earn money and I don't see why this statement is so against it. Unless that the company is still talking about their income even when the customer is complaining about the service or the product they rendered to the customer but that is something that is very unlikely for any company

82. Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes not sense. We'd like to have a chat with your CEO. What do you mean she's not in?

This statement is one of the stupidest in this theses since the product broke 1st thing the owner should do is to think why did it break was it my fault and the person should not be narrow minded enough to blame the company when he or she was the one responsible for breaking the product I have met a lot of people that abuses their items and is the usual reason why it broke now if it is due to faculty defect or it was due to the neglect of the company why would the customer look for the maker duh! The machine made the product so what blame the machine? That is the stupidest thing a person could do the best thing is talk to the customer service representative since it's their job to communicate with the customers but if it is a company defect the company should replace or at least repair the product.

What the hell does the customers care about the corporate strategy of the company as I said earlier people should start minding their own business it seems people these days often try to get into other people business which has no relation to them so all I can say to these people are buzz off this is non of your business. As I said earlier why would they look for the CEO the one in charge of talking to use is the customer service representative the CEO has no time or has no obligation to talk to the customer.

83. We want you to take 50 million of us as serious as you take one reporter from The Wall Street Journal

This is a very demanding statement well I do think that the companies should take the people seriously specially their customers but of course know your place how the hell would the company take 50 million people all at once the wall street journal reporter is one person and he is someone who has a say in the business unlike the customers where in the company is not even sure if that person is actually a customer or someone pretending to be a customer. I think this statement is very unfair in terms of the company since they are already asking too much just like the statement before this one. People should know where they stand and what their rights are as a person. They should not abuse and try to claim something that has nothing to do with them anyways. This claim is something too much even for the customers.

The customers should know where they are and what are their limitations in demanding from a certain company this is what I was saying earlier that people tend to abuse the power given to them the wall street journal reporter is similar to a celebrity to the company because if they would get good feedback from these person and gets featured in the wall street journal that would mean that they would get free advertisements in a well known magazine that a lot of people reads. It would also help them boost their reputation to the max specially with good feedback.

84. 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?

This statement is something related to the internal operations of the company. Since everybody uses the internet it would be very easy for them to communicate with one another and people from the company could share their experiences through the internet and there is nothing bad about that as long as they do not violate any of the agreement they signed with the company. The company does not or has no right to restrict an employee from conversing or communicating to other people but of course what he does in the company would depend in the agreement some should be censored since there are some things that are done in the company that has nothing to do with the public that should be kept a secret or it is something that should be kept within the organization. There are some employees that actually destroy that companies image because of the anonymity of the internet and uses it as an advantage because the company could not track them from there but if the employee has proper ethics he or she would not do something like that.

As I said earlier the company has no right to restrict the movement of the employees specially their personal life and their life outside the company so I do believe that this statement is too much and it really seems that it is just there to destroy the image of the companies since people in the 21st century has rights and free will specially in democratic countries.

85. 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.

As I had stated earlier the employees are not really controlled by the company they do have some censorship but it does not mean that they could not converse nor they could not talk to the people of the market or the customers this is their decision to make whether to help the customer or not unless they are part of the customer service representatives because that is part of their job. The 21st century is the time where in everybody has rights and free will they do as they please as long as they do not harm others or as long as it would not affect others in a negative way. The market has been helping each other out and may be some people that has helped the people looking for help online is an employee of the company that has produced the product.

People are there to help other people and the companies are there to serve the customers they should also consider trying to call the customer service centers and ask for help because I do think that the new companies or the companies these days are ready to help the people that has bought their product since these are also the people that would eventually recommend the product to other people which would give them more sales in the future. This is a simple analogy that I am sure the companies already know and already realized and are already practicing this since there are a lot of customer service centers that are always ready to serve the people 24/7.

86. 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 website. But you tell us speaking to the market is Marketing's job.

As said in the statement the companies see the people as their target market but they have not realized that their employees are also part of their target market since their employees are just like anybody in the market that is looking for a product that would give them convenience and get the job done. The target market is usually targeted by the advertisements that are seen in the media but most people would usually ignore the advertisement since most of them would make no sense or little sense at all and a lot of people would prefer products that were recommended by somebody they trust. Since people would prefer hearing it from their friends rather than ads the million dollar websites that are made by the company are not really that effective for example me I don't really visit the site of the products I buy actually there are some products that I never even seen the website before. I usually get information from the forums or from recommendation from friends or if I see something interesting in the malls. I don't really watch television that much and I don't really care about the bill boards outside so I don't notice the advertisements that much.

Advertisements are usually effective for people that would read the news paper all the time or if a person is new and wants to know more about the product since there are people that are not that familiar with the product they want so they would just get anything that looks good or interesting.

87. 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.

It would be nice if the customers and the companies got along and understood each other but of course they would not want to hold each other's neck and limit them this is what I was talking about earlier that it is okay if they wanted to know more about each other but they should know their limitations since not everything should be known even in a normal relationship there should be limitations when it comes to knowing about the person because of someone knows someone too much they would tend to fight more often since there are really times when they have to have differences and privacy. We should be free from all external threats and it seems that both the market and the corporations think that they are threatening one another but actually they could not survive if they are both lost since they are very much dependent to one another.

The holding of neck that is stated in the statement is actually a symbol that they are limiting the other and controlling them because they are very limited to what the other once since the other one the one holding the neck is the dominant figure that has control since he is suffocating the other. It is like a symbolic way of saying something. They are not really after controlling one another well the companies had tried to control the market and monopolize them so that all the income would be for one company but in modern times the government assured that there would be no monopoly.

88. We have better things to do than to 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?

To some people they see the business as everything and makes it the only thing that is important in their lives but they should also realize that there is more to life than the business that they are running some people are very dedicated to their work that they would sacrifice their social life in order to achieve the goal of their business. This may sound stupid to other but to some without their business there would be nothing left for them. There are some businesses that actually need people skills in order to get the business moving and if a person could not change in time the business that he was so dedicated in would eventually disappear because of the inability to cope up with the rest of the world.

If people would look at it carefully the businesses are very much connected to the market and the market is consisted of different people which the business should understand since they are the ones that keeps the business alive without the support of the market the business would have no business since the ones that would be buying their product and the once that would be giving using the product would be gone and there would be no way they could sell the products if there are no consumers. People skills are needed in a business because marketing to others requires you have the trust and confidence of one person but if the marketing person has no ability to get this then the business is good as dead.

89. 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.

The power that is being discussed here is the power of influence that is usually being ignored by the companies they do not see the potential of each individual of the market. The market is actually looking for the company that would give them attention and interest in what they have to say but it seems that there are a few companies during the early time that really understood this since a lot of people were complaining about the service of the company but it seems that the companies has already knew what has to be done and how they should approach the market since they have already improved most of the customer relations and customer support. Making the customers happy would bring the company a long way it could even put them to the top.

It is actually easy for the market to look for a new company since there are a lot of companies that offer the same product but the problem is could the company change market as fast as the market can change a the preferred company I don't think it is easy since once one would post its negative comments online and people would be able to read this comments of a certain person then it would easily spread since the internet is available to everybody and anybody could access a blog as long as it is made public to anyone who is using the internet. Blogs are also very easy to make and in a matter of minutes one could already post their taugt online.

90. Even at its worst, our new found 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.

This statement is for the current statement because now the companies has already accepted the market and are now willing to communicate with them because they have already accepted each other and with the conversations they are having it is now easier for both parties to understand each other and the conversations are more interesting because unlike advertisements this is a two way conversation the feedback is received real time and they questions are answered. This acceptance has given new impression to the public about the companies and the companies now have an idea of what the people like and dislike this now helps them improve their service to the people and with more satisfied customers they are now earning greater profit compare to before. The exchange of ideas are more helpful because now it is easier to get the opinion of the people and they do not need to predict what the people needs because they could just ask how they could improve their service.

There are still miss understanding that may destroy their reputation but even if there are a few miss understanding they still have a better relation compare when they had no communication at all. This does not really mean that the CEO of the company is talking to the customers or the maker of the product would be the one to face the customer when they have problems with the item like what was suggested earlier but this is the customer relations giving out the information needed by the market.

91. Our allegiance is to ourselves our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.

Companies need loyal customers because this is their major source of income and they are also the people that would recommend the company to other people which could mean more sales for the company. If the companies would not be able to get the support of the consumers, if they would act as if they are from another planet and would ignore the loyalty of the people they would have no future in the line of business because people would prefer buying from the companies they trust this trust is something that takes time before it is molded and this should be maintained. The companies should have create a relationship with their market and assure that it would not change because this relationship is the one that would make the profit.

The world of business runs around people that would try to neglect this fact does not belong to this community where in they try to communicate and trust each other and they try to get to know one another so that they could trust and be assured that the product they are buying are worth the money they used for it. Usually for someone to have friends and other relations they have to have loyalty and trust which grows while the relationship lasts. The longer one stays in a relationship the greater the trust and loyalty is and this is what the companies need to improve their sales because once the customer trust the company they would be very loyal to this as long as they take care of their customers.

92. Companies are spending billions of dollars on Y2K. Why can't they hear this market time bomb ticking? That stakes are even higher.

During the 90's people were afraid of the Y2K virus that was said to destroy all the computers in the world it did not really happen but because the companies are already very dependent on computers so that they could run their businesses that they made a lot of investments on trying to prevent the Y2K virus but actually it really never came so they just wasted a lot of their time and money on that prevention. Knowing that the companies had time and money to spend for that myth why could they not do something to please the market which is more important than the Y2K prevention since without the market it would be very sure that the company would fall. I think there are companies that are actually talking to the market or the people for granted but it is actually the biggest threat that they should watch out for is the market abandoning them once this happened there is no going back and it would be worse than losing all the computers in your company.

This statement used the time ticking of a bomb because the patients of the consumers are similar to a bomb because they have been asking for customer support and other requests that should have been given to them as rights of the customers. This stake is a lot higher than the Y2K since they may have no machines but if they have customers then I guess the business would still keep on going even though it would be a tougher for them but at least the business is still alive.

93. We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to take them down.

As I mentioned earlier the most of the people in the market are workers of a company since it is the best place to get work so since there are people of the market inside a company and there are also people of the market outside the company it would only depend in which company the people are in but surely all the employees are people of the market since each of them do purchase products. During the first few years the company has built a wall that would keep their employees from talking to the market about what happened in the company and they would want no one else to know. It actually became a very big hindrance since people could not communicate freely with each other and they had limitations on their opinion since it is part of the contract. Slowly the companies are starting to realize that the best way to actually get market share is to talk about the company.

The companies has realized that keeping information from the people would just give suspicion and would lessen the trust of the market to their company and that would eventually lead to less on sales. When this was realized and they saw that people would transfer to another company because of this they are now slowly opening up to the public and giving out information and aid to on how to fix the problems of the consumers about their product because of course they are the best people to solve the problem because they are the ones that made the product.

94. To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.

Traditional corporations are usually not fond of change but change is always needed to improve the service to the people. They would usually be confused with how people would talk there and find the whole idea confusing since most of the people using networked conversations are technical people and would usually use technical terms so people who would not really that use to technology or technical terms. These companies would usually survive because they either have good service or good products. That would usually give them loyal customers that would always be there to buy their products even though they don't have the innovation of other companies. These companies are usually into the food industry because this is the industry that does not really need that much advancement in order to come up with good products.

The networked market is consist of a lot of people so most of these people would have some tools that even the companies does not have and because there are so many people they all have different ideas these ideas could eventually become something revolutionary. People would usually get an idea when they feel inconvenience or pain then in order to remove that inconvenience they would get or try to find a way to make it easier when they try to make it easier or find a way to make this solution to the market to later help people with the same problem and at the same time earn money so and may be sell the idea or build their own company.

95. We are waking up and linking to each other. We are watching. But we are not waiting.

As soon as a person opens his computer and links to the internet they are already linked together because almost all the computers links to the internet so they could easily communicate with each other posting a blog, chatting, joining forums and social networks are ways to connect to one another this is currently the best form of communication. This is what some people would usually do when they have nothing else to do they share their thoughts in the internet for other people to read and comment about. Most people in the networked market would check the internet for feedback before they would purchase a product I guess this is a good way to avoid wasting our money since you would know the quality of the product even before buying it. Most of the buyers would be watching the market for something new or changes even though they are not really waiting for anything they are just there looking for something new that the companies might come up with.

Since all of the companies need to think of something new so that they could get customers to buy product usually something that would be convenient or something that would become a need in the future would be good and it is usually something that the people are looking forward to people are not really waiting in any sense because they are not really sure what the companies would come up with next they are just there looking if there is something new and interesting.