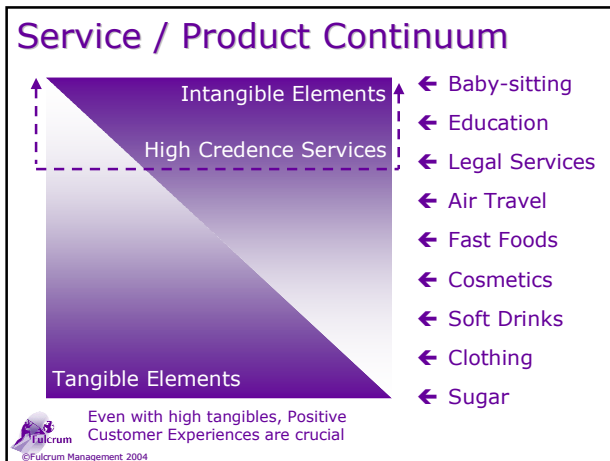


Gaining a Service Advantage

Stockport Chamber Breakfast Seminar

27th November 2003

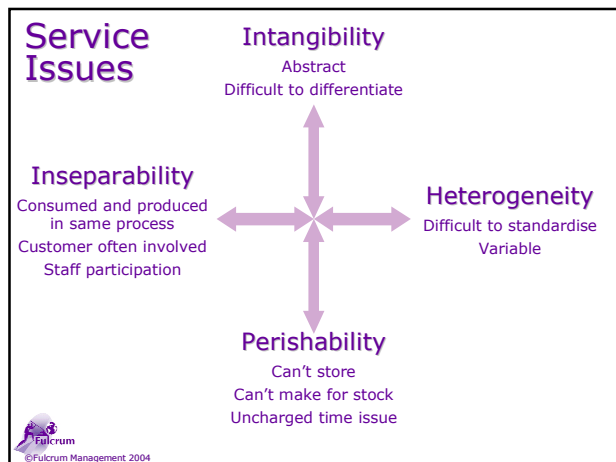
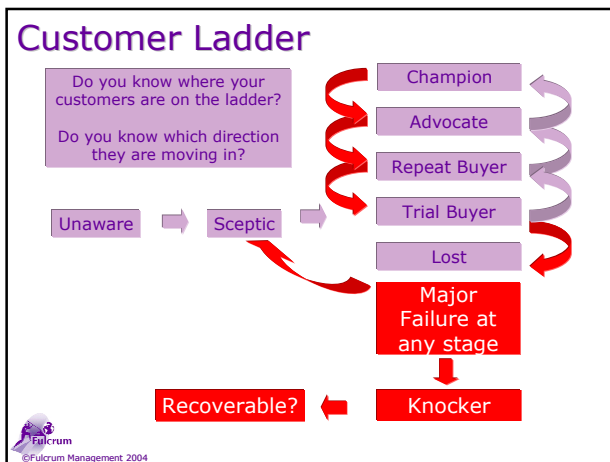


Service Providers

- What services do you use?
- How did you find the suppliers?
- What made you select them?
- What makes you keep using them?
- What has made you change supplier?
- Who have you told?

Solicitor
Accountant
Designer
Consultant
Estate Agent
Window Cleaner
Plumber
Gardener
Dry Cleaner
Baby Sitter
Builder
Hairdresser

Fulcrum Management 2004



Life Time Value of Customers

- What do you think of when you see your customers?
- Is it positive or negative?
- How do you talk about them?
- Try imagining them with their lifetime value to the company on their forehead!
- What does a frown cost you?

£ 3, 000, 000

Fulcrum Management 2004

Service Quality

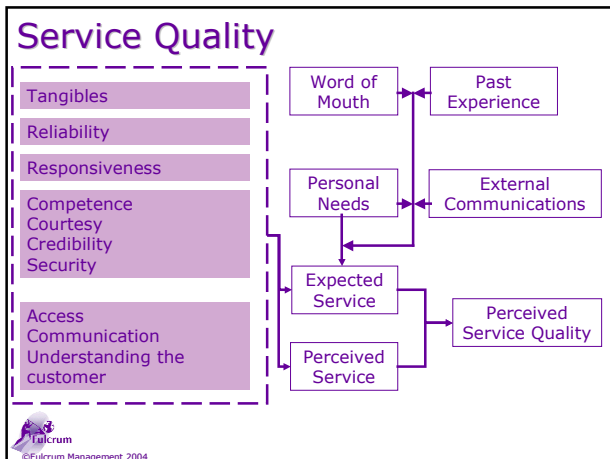
- More difficult for customers to evaluate than for products
- More complex situation
- Each event is unique
- Does not depend only on outcome, process is important
- Criteria difficult to predict
- Only customer criteria matter, how does service measure up to what they expected?

Fulcrum Management 2004

Gaining a Service Advantage

Stockport Chamber Breakfast Seminar

27th November 2003



Service Quality - The message

- Appear neat
- Be organised
- Be responsive
- Be reassuring
- Be empathetic
- and most of all be reliable

Do what you say you are going to do

©Fulcrum Management 2004

Relationship Breakdowns

- Most relationships don't break down because of big things
- They break down because of an accumulation of minor things that say
- I don't care about you
- Take care of the small things

©Fulcrum Management 2004

Perceptions of Service Quality depend as much on service process as service outcome. - Ron Zempke

How you treat customers is as important as how the job goes!

©Fulcrum Management 2004

The Pie Shop Syndrome

It takes years to build a business, but only one case of food poisoning to destroy it!

- Reputation is everything
- Trust is crucial
 - Hard to build
 - Easy to lose

©Fulcrum Management 2004

Services are different

- They are intangible, you can't pick them up and look at them
- You can't make for stock
- You can't separate production from delivery
- The customer's experience is crucial
- Each customer contact is unique
- It is hard to differentiate
- The attitude of your people is vital
- Trust is a prerequisite
- It is hard to win and easy to lose

©Fulcrum Management 2004