1. **Total Customer Benefit:** It includes all of the benefits located on the downside of this benefit in slide.
2. **Product Benefit:**
   1. Product Benefit specifically refers to the advantages or value that the product itself provides to the customer.
   2. Examples:
      1. A high-quality vacuum cleaner offers the benefit of efficient cleaning, removing dirt and dust effectively from carpets and floors.
      2. A hybrid car provides the benefit of improved fuel efficiency, reducing the cost of fuel and environmental impact compared to

traditional gasoline-powered vehicles.

1. **Service Benefit:** Service benefit refers specifically to the value or advantages that customers derive from utilizing a particular service

**Example of Service Benefit:**

Service: Online Grocery Delivery

* Service Benefit: Convenience
  + Customers can order groceries online from the comfort of their homes, saving time and effort compared to visiting a physical store.

1. **Personnel Benefit:**
   1. Personnel Benefit relates to the value customers perceive from interactions with the personnel or employees of a company, including customer service, expertise, and helpfulness.
   2. Examples:
      1. A hotel with friendly and attentive staff who assist guests promptly and courteously provides personnel benefit, enhancing the overall experience of staying at the hotel.
      2. A retail store where sales associates are knowledgeable about the products they sell and offer personalized recommendations to customers delivers personnel benefit, increasing customer satisfaction and loyalty.

Service: Online Customer Support for Software

* Personnel Benefit: Expertise and Assistance

1. **Image Benefit:**
   1. Image Benefit refers to the perceived prestige, status, or social approval associated with using a particular product or service, which enhances the customer's self-image or reputation.
   2. Examples:
      1. Wearing luxury fashion brands such as Rolex watches or Gucci handbags not only provides functional benefits but also offers image benefit by signaling wealth, sophistication, and status.
      2. Choosing to purchase eco-friendly products or support socially responsible brands can provide image benefit by demonstrating values such as environmental consciousness or social responsibility.