

Customer Coproduction (2 of 2)

- Redesign processes and redefine customer roles
- Incorporate the right
- Create high-performance customers
- Encourage “customer citizenship”

Satisfying Employees

- Allow employees to:
 - Pamper customers
 - Read their needs
 - Develop a personal relationship with them
 - Deliver high-quality service



Achieving Excellence

- **External marketing**
 - Preparing, pricing, distributing, and promoting the service to customers
- **Internal marketing**
 - Training and motivating employees to serve customers well
- **Interactive marketing**
 - Employees' skill in serving the client

Best Practices of Top Service Companies

- Customer-centricity
- Service quality
- Cater to high-value customers
- Manage customer complaints

Customer-Centricity

- **Customer-centricity**
 - seeing the world in general, and a company's services in particular, from the customer's point of view



Service Quality

- The best service providers set superior quality standards
 - Voice of the customer measurements
 - Importance–performance analysis



Catering to High-Value Customers

- Special discounts
- Promotional offers
- Special service

Managing Complaints

- Extra role behaviors
- Call centers
- Customer service representatives

Differentiating Services

- Ease of ordering
- Speed and timing of delivery
- Installation, training, and consulting
- Maintenance and repair
- Returns



Innovation with Services

- Online travel
- Retail health clinics
- Private aviation

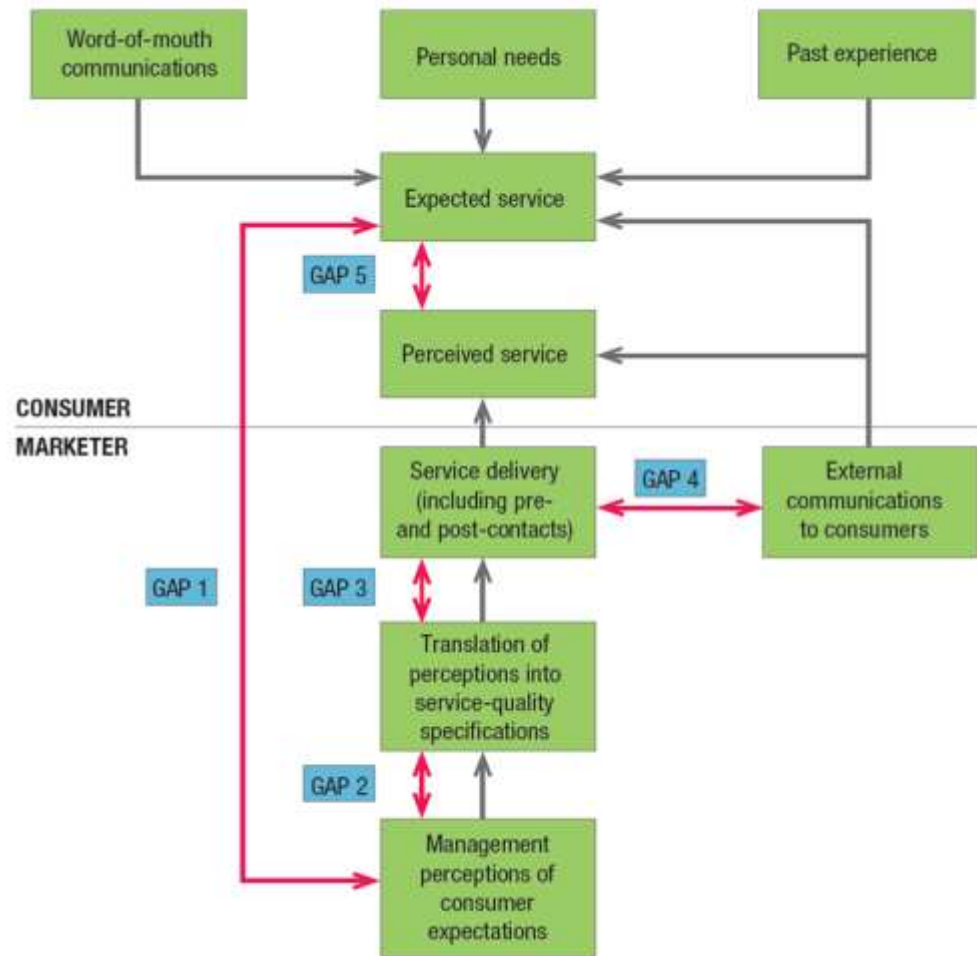


Managing Service Quality

- Managing customer expectations
- Incorporating self-service technologies



Figure 9.2 Service-Quality Model



Managing Self-Service

- Person to person service interactions are being replaced by self-service technologies



Managing Product-Service Bundles

- Key service differentiators
 - Ordering
 - Delivery
 - Installation
 - Customer training
 - Customer consulting
 - Maintenance
 - Repair