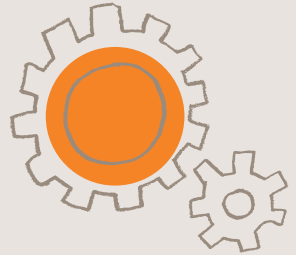


Why Service?

We are ALL service providers

Service Design



The Product/Service Spectrum



**High service emphasis,
low physical content**

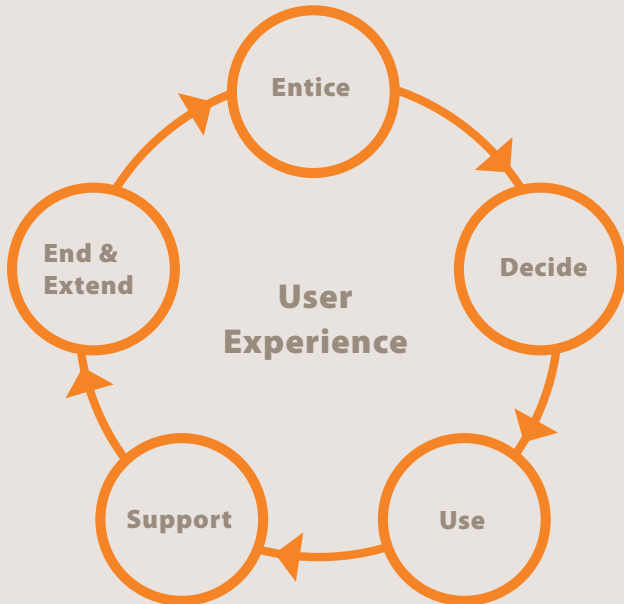
**High physical content,
low service emphasis**

Customers don't want a 1/4" drill, they want to hang a picture on the wall.

User Experience

From first impressions to lasting impressions

Entice · Decide · Use · Support · End & Extend



You cannot NOT have a user experience.

Lou Carbone

Service Blueprint

The building blocks to a great service experience

Entice · Decide · Use · Support · End & Extend

Service Blueprint

	Entice	Decide	Use	Support	End & Extend
Stage					
Actors					
Audience					
Script					
Backstage					

*Your audience gives you everything you need.
They tell you. There is no director who can direct
you like an audience.*

Fanny Brice

Entice

Setting the right expectations

Entice · Decide · Use · Support · End & Extend

S.U.C.C.E.S

- Simple** Strip the idea down to its core
- Unexpected** Generate interest and curiosity
- Concrete** Explain ideas in terms of human actions
- Credible** Use a few vivid details to make your point
- Emotive** People care about relationships, not statistics
- Story** Craft a beginning, a middle and an end

From "Made to Stick" by Chip and Dan Heath

*Make it simple. Make it memorable.
Make it inviting to look at. Make it fun.*

Leo Burnett

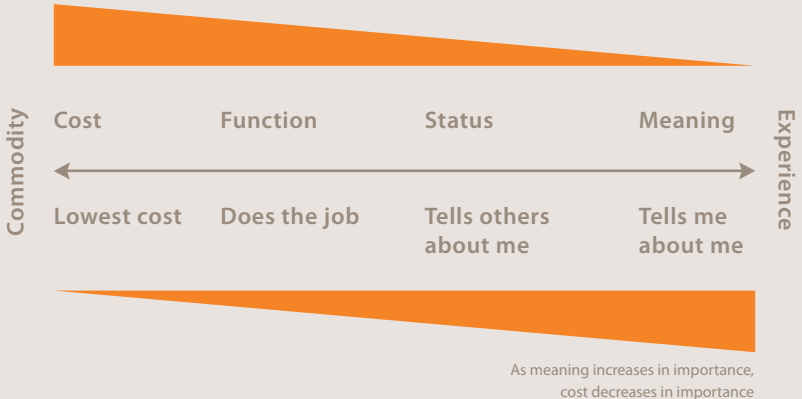
Decide

A decision in your favour is the first
moment of truth

Entice · **Decide** · Use · Support · End & Extend

Hierarchy of needs and choices:

As cost increases in importance,
meaning decreases in importance



It's our choices that show what we truly are...

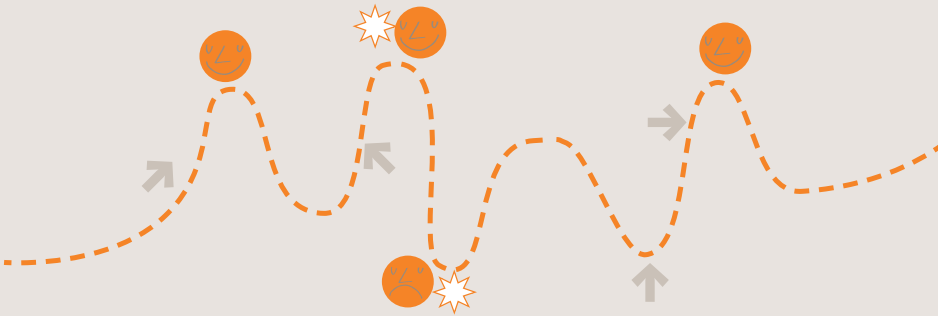
J.K. Rowling

Use

All touch points are not created equal

Entice · Decide · Use · Support · End & Extend

Understanding the customer touch points



→ touch point

●● moment of delight/disappointment

★ disproportionate impact

If the user can't use it, it doesn't work.

Susan Dray

Support

Something goes wrong: the ultimate
moment of truth

Entice · Decide · Use · **Support** · End & Extend



A.C.E.S

Accountability Take responsibility for fixing the problem

Communication Clearly communicate the process and set expectations

Empathy Acknowledge the impact that the situation has on the customer

Solution At the end of the day, make sure to solve the problem

From Bruce Temkin

No plan survives contact with the enemy.

Colonel Tom Kolditz, West Point Military Academy

End & Extend

Turn your customers into advocates

Entice · Decide · Use · Support · **End & Extend**

It is vital (and profitable!) to retain your customers, because over the long term they will be:

- Likely to speak well of you and tell their friends
- Less concerned about price
- More likely to purchase high margin products (up-sell)
- More likely to purchase ancillary products (cross-sell)
- Less likely to switch to a competitor
- More familiar with your service and less in need of “education”
- Simply easier to deal with, making for happier employees

*Happiness isn't something you experience;
it's something you remember.*

Oscar Levant

*Do what you do so well that they will want to see it again
and bring their friends.*

Walt Disney

Evaluating Service

What are the measures of a good service?

Evaluating Service

R.A.T.E.R

- Reliable** The ability to deliver your service dependably and accurately
- Assured** How to convey confidence, trust, credibility and security with your customers
- Tangible** All your service's "stuff": brochures, website, products, environments
- Empathic** Your ability to understand and reflect your customers' individual needs
- Responsive** Willingness and autonomy to help customers and provide prompt service

Just because nobody complains doesn't mean all parachutes are perfect.

Benny Hill

