SERVICE OPTIMIZER©

MEASURE YOUR SERVICE QUALITY AND CREATE EXCITEMENT

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Ensure customer loyalty through excellent service!

1 **Measurement** of your customers' expectations and perception of your service

2 **Identification** of reward and penalty factors and their driver effects.

3 **Derivation of service goals,** Controlling of service effectiveness and securing of customer loyalty

Fields of application

- Systematic surveillance and controlling of service quality.
- Development of tools to strentghen customer relations.
- Basis for agreements on objectives and bonus distributions.
- Key figures for your strategic management.

Your benefits

- Uncovering and creation of fascinating and promising services.
- Identification of basic services and elimination of irrelevant and cost-intensive services.
- Clear and comprehensible recommendations for action.
- Integral analysis using a combination of independant methods.

Creating excitement through service

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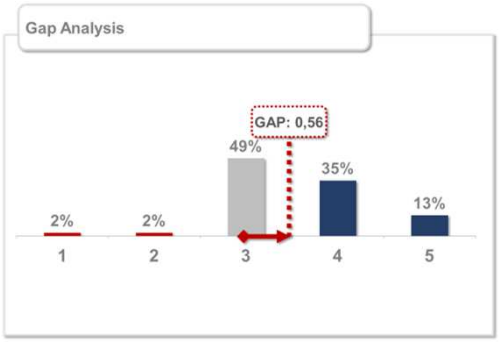
SERVICEQUALITÄT MESSEN UND BEGEISTERUNG SCHAFFEN

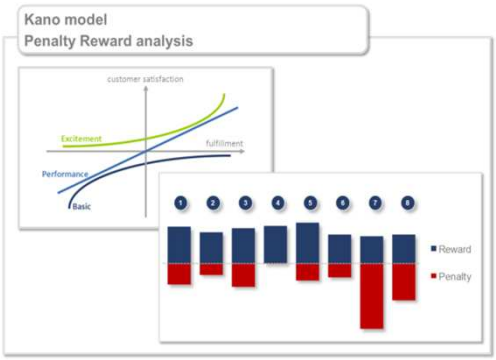
GAP-Analysis

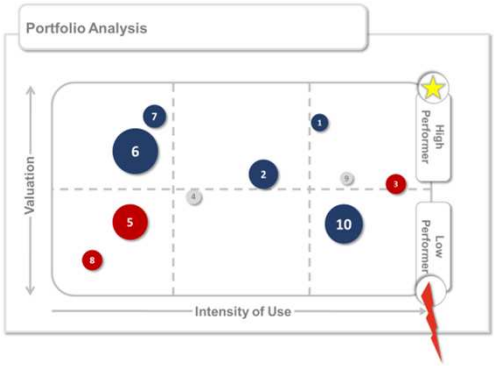
- Definition of relevant fields of analysis within the entire service portfolio.
- Calculation of intensity of use and importance of services.
- **Goal:** To which degree are customer expectations being fulfilled and what is the importance of your particular services?



Penalty Reward Analysis and Kano Model

- Measurement of driver effects by means of penalty reward analyses.
- Systematic classification of services into basic, performance and excitement factors according to the Kano model.
- **Goal:** Which services need to be provided, which create excitement and which can be neglected?



Portfolio Analysis

- The results of the different analyses are cumulated in the portfolio analysis.
- The characteristics of each service are immediatly apparent:
  - Significance (importance / intensity of use)
  - Level of customer satisfaction (incl. GAP)
  - Factor (Kano model)
- **Goal:** Clear derivation of recommendations for action for each service sector.