GUIDELINES

SERVICE STRATEGY

1. **Mission Statement**
2. **Customer Expectations**

* What customer sectors do you serve now or want to serve?
* What kind of service do these customer segments expect?
* What are the needs of these customer segments?
* How do these customer segments use or experience your products?
* Have they been asking for any products or services not currently offered?
* Where do service breakdowns occur? How are they handled?

1. **Image**

* How do you want to be perceived in the community?
* What special products or services do you or can you offer?
* What value (not just price) can you offer that others do not or cannot?
* What differentiates you from other similar businesses?
* What are your competitors doing that you are not?
* What can you under promise and over deliver?

1. **Service Strategy Picture**

* How do you want your customers to feel when they leave your business?
* What do you want them to say about you?
* Visualise your customers using or enjoying your products or services.
* Visualise your employees smoothly correcting problems.
* What do you want your competitors to be saying about you?