

# *CUSTOMER SERVICE: WHOSE JOB IS THAT ANYWAY?*

***APICS South Shore Chapter  
Top Management Night  
January 24, 2018***

**Z**

Zampello and Associates



## WHO IS THE CUSTOMER?

Who's asking and why?

Strategy

Market

Preferred segment and type



The Usual Suspects

HOTEL





Height

Values

Ethics

Strategy





Time

Energy

Resources



## WHICH WILL BE A REPEAT CUSTOMER?

*Ripped-off*

**AGGRAVATED**

**CHEATED**

**Dissatisfied**

**Ignored**



**Valued**

Respected

*Satisfied*

**Safe**

*"I'm in love"*

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Profit in business comes from repeat customers,  
customers that boast about your project or service,  
and that bring friends with them.

(W. Edwards Deming)

izquotes.com

LIFETIME  
CUSTOMERS

Extension of  
sales force

CUSTOMER  
FEEDBACK  
SUPPORT  
INNOVATIVE  
QUALITY  
EXCELLENT  
FRIENDLY







FEEDBACK

Speed

AND

Dependability

AND

Quality



*Quote*

*to*

*Cash*



## INNOVATION

Not product but  
rather SERVICE



*Who  
defines  
quality?????*

“ We are what we  
repeatedly do.  
Excellence, therefore  
is not an act but  
a habit.”

~Aristotle

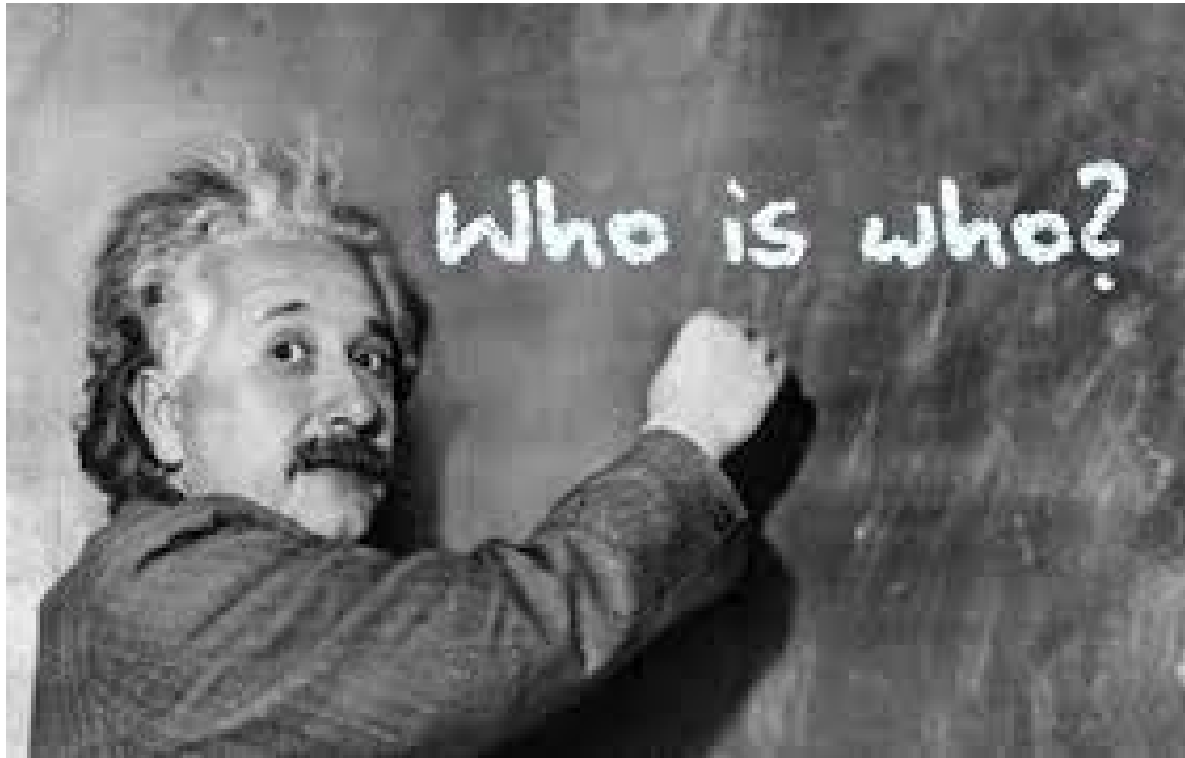
ARISTOTLE  
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FRIENDLY

Genuine  
concern





TIME FOR AN EXERCISE

***Each table talk about  
how your companies  
handle customer  
service***

***AND***

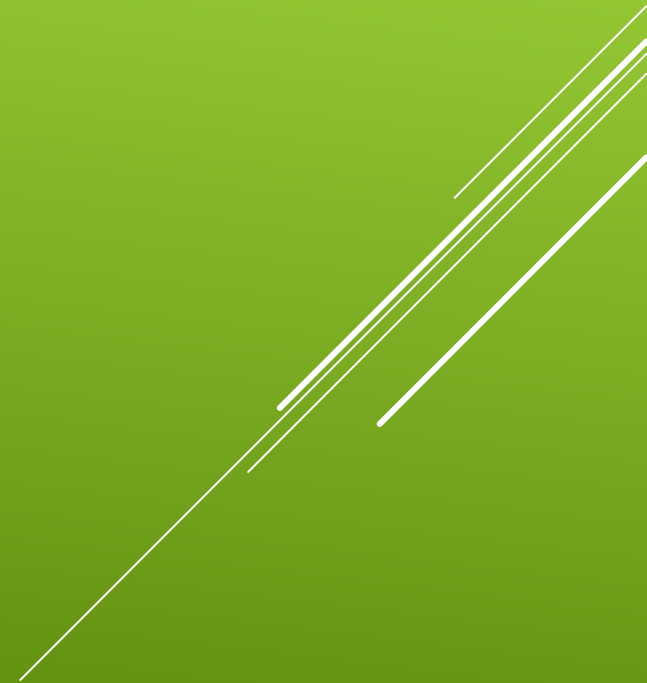
***What, if anything, you  
might want to address  
tomorrow at work!***

*Would like 2 companies report from each table.*





**CHALLENGE  
YOURSELF  
AND  
HAVE FUN !**



*Thank  
you*

