



Customer Service

RMSP
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The Customer Thing

Why customers quit your business:

- 1% Die
- 3% Move Away
- 5% Recommendations of Friends
- 9% Competitive Reasons
- 14% Product Dissatisfaction

BUT...

- 68% Leave Because of Poor Service



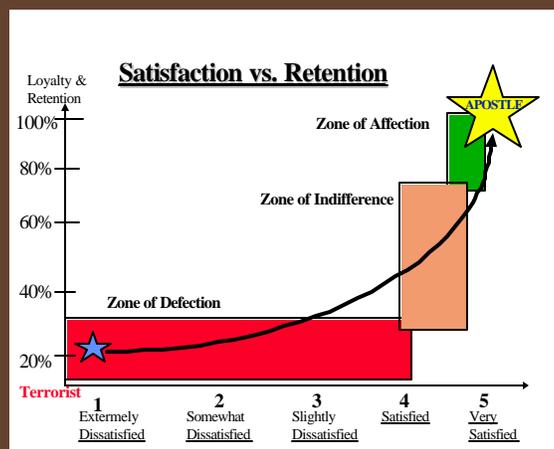


More Customer Factoids

- Of dissatisfied customers, **98%** will not complain, they just leave.
- **85%** of dissatisfied customers tell an average of **10** other people about their bad experience, while **13%** tell **20** people.
- Satisfied customers tell an average of **5** people about their good experience.
- It costs **5 times** more to attract a new customer than to keep an existing one.
- **95%** of dissatisfied customers will become loyal customers if their complaints are handled well and quickly.



Customer Zones





Benchmarking vs. Comparisons



Comparisons – Seeing what other like providers are doing.

Benchmarking – Finding, studying and implementing world class best practices in a systematic fashion.



Benchmarking

“Benchmarking is the practice of being humble enough to admit that someone else is better at something and wise enough to learn how to match, and even surpass, them.” – American Productivity & Quality Center





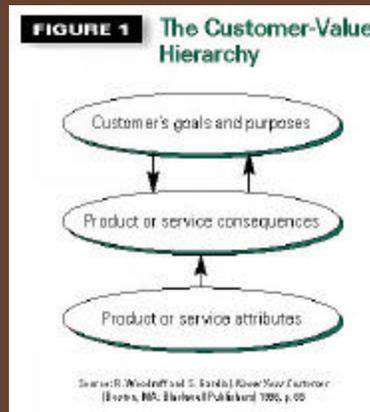
Think Outside the Bun



Customer Service Doesn't Cut It Anymore



Customer Value Hierarchy



Customer Satisfaction vs. Perceived Value

TABLE 1 Customer Satisfaction Vs. Customer Perceived Value

Customer satisfaction	Customer perceived value
Limited to customers	Includes entire target market
Retrospective	Prospective
Features oriented	Benefits oriented
Relative to expectations	Relative to alternatives
Useful for improving processes	Useful for predicting customer behavior

David Swaddling & Charles Miller



Putting on the Ritz

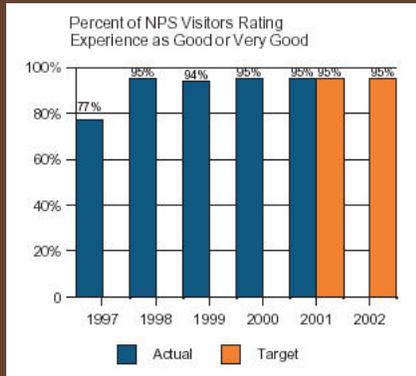


J D Power & Associates





National Park Service



National Forest Service





Bureau of Land Management

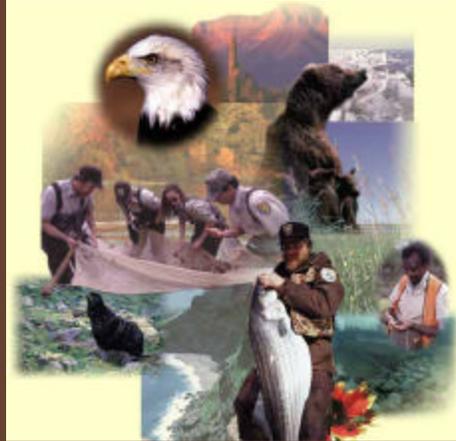


Bureau of Reclamation





US Fish & Wildlife Service



Customer Basics

- Cycle Time
- Cost
- Responsiveness
- Quality
- Safety (if applicable)



Determine what the customer wants when and how, and how much they are willing to pay for it.



Requirements and Importance

Once you know what the customer wants, you need to know what priority they place on it.



Know Your Customer



"One accurate measurement is worth a thousand expert opinions."

- Rear Admiral Grace Hopper



The famous nanosecond



Happy campers have 'smore fun.



Zelda Wisdom