

Customer service proposition

Type	Efficiency – transactional	Emotional – customised
Customer wants	<ul style="list-style-type: none">• Get me out of here ASAP!• Don't bother me, serve me• Make it cheap and painless	<ul style="list-style-type: none">• Listen to me – properly• Understand my problems• Empathise, get it right
Service characteristics	<ul style="list-style-type: none">• Reliable• Predictable• Standard quality	<ul style="list-style-type: none">• Individual needs• Complexity• Specialist knowledge required
Operating model	<ul style="list-style-type: none">• Operations• Low cost• Common processes• Standard outputs	<ul style="list-style-type: none">• Customer partnering• Best solution, never perfect• Small projects• Unique requirements
What's important	Customer knows what they need, we do it seamlessly	We work with customer to develop an optimal solution

Don't confused standardised with custom transactions!