

# Customer Service

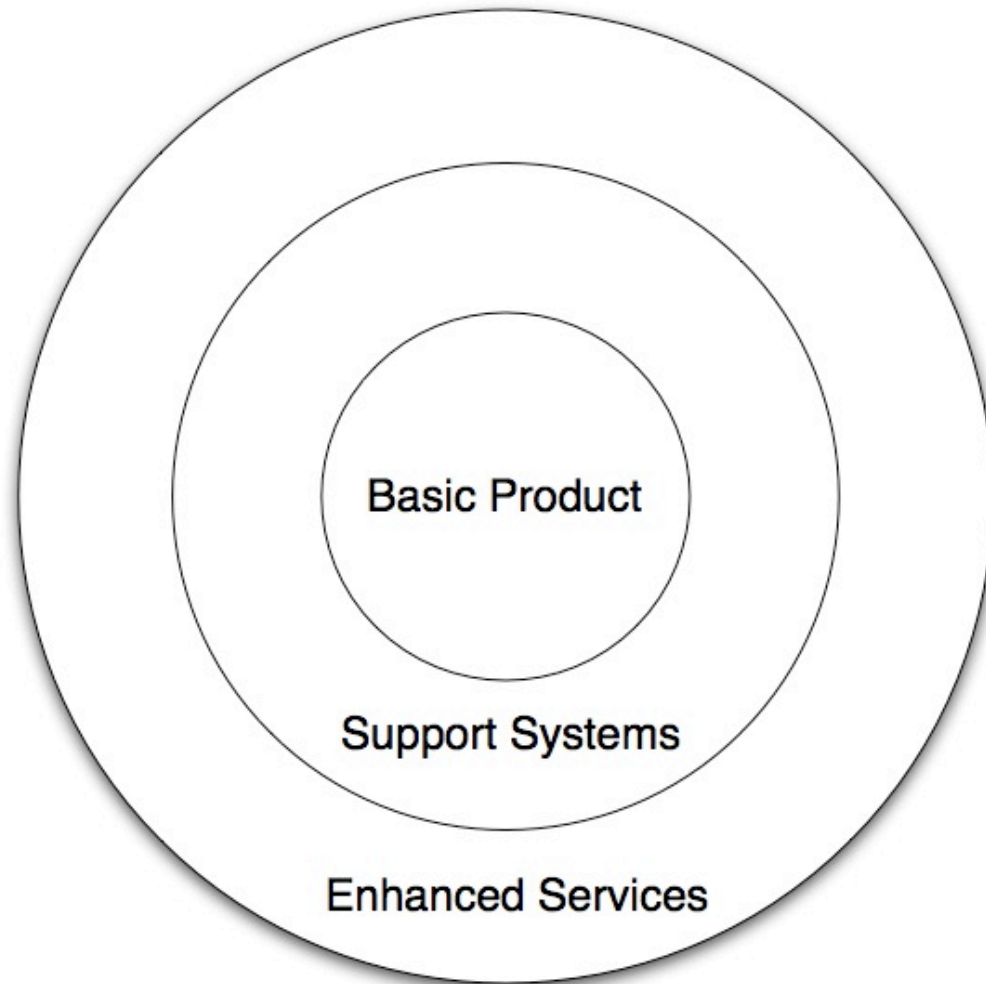
## Three Rings of Perceived Value

The Customer Experiences the Total Product

# Moment of Truth

Any instance when a customer comes in contact with the organization, and forms some kind of impression.

## Three Rings of Perceived Value



# The Three Rings

- The *Customer* experiences the product from the outside in.
- The *Employee* controls the third ring.
- *Management* places all investment at the mercy of the third ring.

# Hotels

- What is a Hotel's Basic Product? (First Ring)
- What is a Hotel's Supporting Systems? (Second Ring)
- What are a Hotel's Enhanced Services? (Third Ring)

## How Can You Tell If It Belongs In The First or Second Ring?

- Expensive
- Tangible
- Technological
- Reproducible by the Competition
- Limited Marketing Differentiation
- Management's Call

## How Can You Tell If It Belongs In The Third Ring?

- Inexpensive
- Intangible
- Personal
- High Market Differentiation
- Employee's Call

# mediaRAIN's First Ring

- What is our Basic Product?

# mediaRAIN's Second Ring?

- What's in our Second Ring (Supporting Services)?

# Our Customers

- What Motivates our Customers?
- How do we React to those Motivations?
- Do we put Ourselves in Their Shoes?

## mediaRAIN's Third Ring

- What things do we do in this third ring?
- What MORE can we do to *Delight* our Customers?

## Three Rings of Perceived Value

