



The Service Revenue Secret: “Wow” your customers!

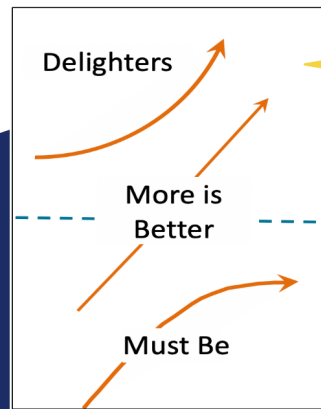
This is the second webinar in the series: "The service revenue Secret!". In this infographic based in our webinar we want to explain what we mean by the WOW Effect, how does it work and how can you create it in the minds of your customers to become a memorable partner, which will impact your revenue and profitability.

GET IN CONTACT WITH US TO REGISTER IN OUR NEXT WEBINARS



The Kano Model:

- In every interaction with a customer the customer has certain expectations about what the supplier will do: that's a MUST BE
- When the provider creates a small positive differentiation in your mind by delivering extra performance on what you are expecting, that's a MORE IS BETTER
- Finally, if the supplier does something unexpected, the customer is impressed and delighted at the thoughtfulness of the supplier and will no doubt remember the experience the next time, that's a DELIGHTER and is generating a WOW Effect



The WOW Effect is all about expectations. Simply put, it happens when you surprise a customer by doing something positive and unexpected: Japanese Quality guru Noriaki KANO called these DELIGHTERS.

How do you make it systematic? 3 Proactive Strategies to WOW Your Customers

1 Observe the Customer's Accepted Struggles

Anticipate Customers' Challenges

3 Close Customers' Knowledge Gaps

Tip Service people interact with customers up to 75 times per month. TSIA Data