Getting Your Service Strategy Right

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2:00 pm-3:00 pm EDT
Featured Speaker

Dr. James “Alex” Alexander
Services Pundit & Service Strategies
Business Partner
A Superior Customer Experience is Often Buried in Customer Operations

Bill Bradley
VP, Marketing & Business Development
GETTING YOUR SERVICE STRATEGY RIGHT:

3 Paths to Greatness

James “Alex” Alexander
RESEARCH BASED…FIELD PROVEN
A few of Alex’s Clients

AGFA  
Kodak  
PHILIPS  
XEROX

EMERSON

Alcatel-Lucent

QUALCOMM  
ERICSSON

MOTOROLA  
FUJITSU

3M  
Canon

NASA  
CISCO

Alexander Consulting
IT’S ALL ABOUT ALIGNMENT

THERE IS NOTHING WORSE THAN DOING SOMETHING REALLY WELL THAT NEVER SHOULD HAVE BEEN DONE IN THE FIRST PLACE.
THE SERVICES PERFORMANCE SYSTEM

OPERATIONS EXCELLENCE
TALENT PRODUCTIVITY

Optimal Design
OOPS! IT’S NOT THAT SIMPLE

Organization Culture

- Business Alignment
- Strategy Appropriateness
- Services
- Marketing Direction
- Sales Effectiveness
- Delivery Performance
- Industry Issues and Trends
- Challenge of the Channel
- Optimal Design

OPERATIONS EXCELLENCE

TALENT PRODUCTIVITY

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BUSINESS STRATEGY: THE FOUR CHOICES

- **Total Solutions**: High Importance to the Customer, Total package from a reliable supplier.
- **Game Changers**: High Uniqueness of Offerings, Unique game-changing answers.
- **Vendors**: Low Importance to the Customer, OK performance. Low cost. No hassles.
- **Specialists**: Low Uniqueness of Offerings, World-class capabilities in selected area.
STATION BREAK: WHICH STRATEGY IS YOUR BUSINESS FOLLOWING?

Uniqueness of Offerings

Importance to the Customer

Low

High

Total Solutions
Total package from a reliable supplier.

Game Changers
Unique game-changing answers.

Vendors
OK performance. Low cost. No hassles.

Specialists
World-class capabilities in selected area.
STATION BREAK: WHAT ARE THE IMPLICATIONS FOR YOUR SERVICES BUSINESS?

- **Total Solutions**: Total package from a reliable supplier.
- **Game Changers**: Unique game-changing answers.
- **Vendors**: OK performance. Low cost. No hassles.
- **Specialists**: World-class capabilities in selected area.

Importance to the Customer vs. Uniqueness of Offerings:

- High Importance/High Uniqueness:
  - **Game Changers**
- High Importance/Low Uniqueness:
  - **Total Solutions**
- Low Importance/High Uniqueness:
  - **Specialists**
- Low Importance/Low Uniqueness:
  - **Vendors**
THREE PATHS TO GREATNESS

The Three Services Strategies

- Product Enablement
- Product Enhancement
- Services-Led

YOUR STRATEGY DETERMINES YOUR PHILOSOPHY

The Three Services Strategies

Product Enablement  Product Enhancement  Services-Led

- Efficiency  - Effectiveness  - Innovation
THE THREE PERFORMANCE LEVELS

- Start Up
- Industry Player
- World Class
YOUR PERFORMANCE LEVEL DETERMINES THE APPROPRIATE PRACTICES
STATION BREAK: WHERE ARE YOU TODAY AND WHERE SHOULD YOU BE TOMORROW?

Services Strategy

Product Enablement  Product Enhancement  Services-Led

Performance Level

Building  Industry Player  World Class

Efficiency  Effectiveness  Innovation

Philosophy

EFFICIENCY  EFFECTIVENESS  INNOVATION

Philosophy

Core  Best Practice  Appropriate Practice

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THE NINE BOX EXAMPLE

Efficiency  Effectiveness  Innovation

Philosophy

Performance Level

Product Enablement  Product Enhancement  Services-Led

World Class

Building  Industry Player

Core  Best  Appropriate Practice
THANK YOU

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Thanks for Your Participation

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