



WEBCAST SERIES

Getting Your Service Strategy Right

April 23, 2015

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



ΩMEGA
Management Group Corp.

CEMDNA Playbook StrategySM



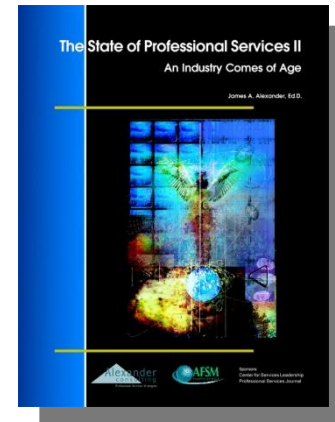
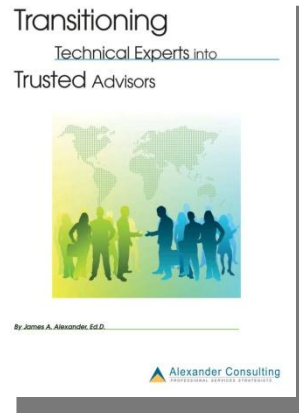
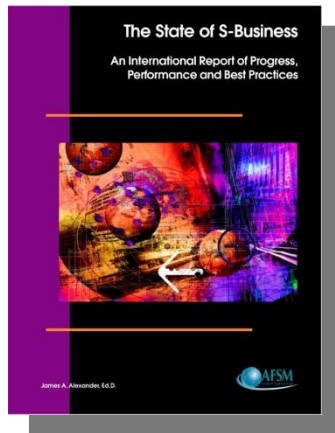
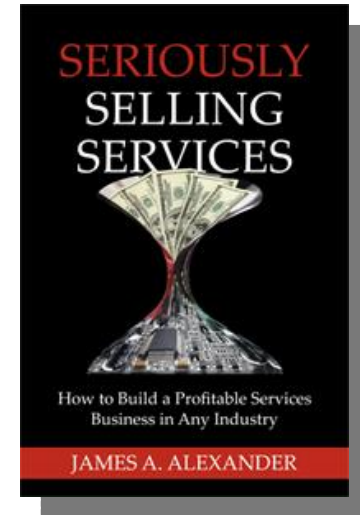
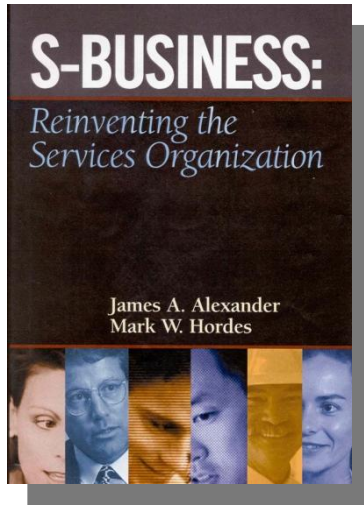
GETTING YOUR SERVICE STRATEGY RIGHT:

3 Paths to Greatness



James “Alex” Alexander

RESEARCH BASED...FIELD PROVEN



A few of Alex's Clients

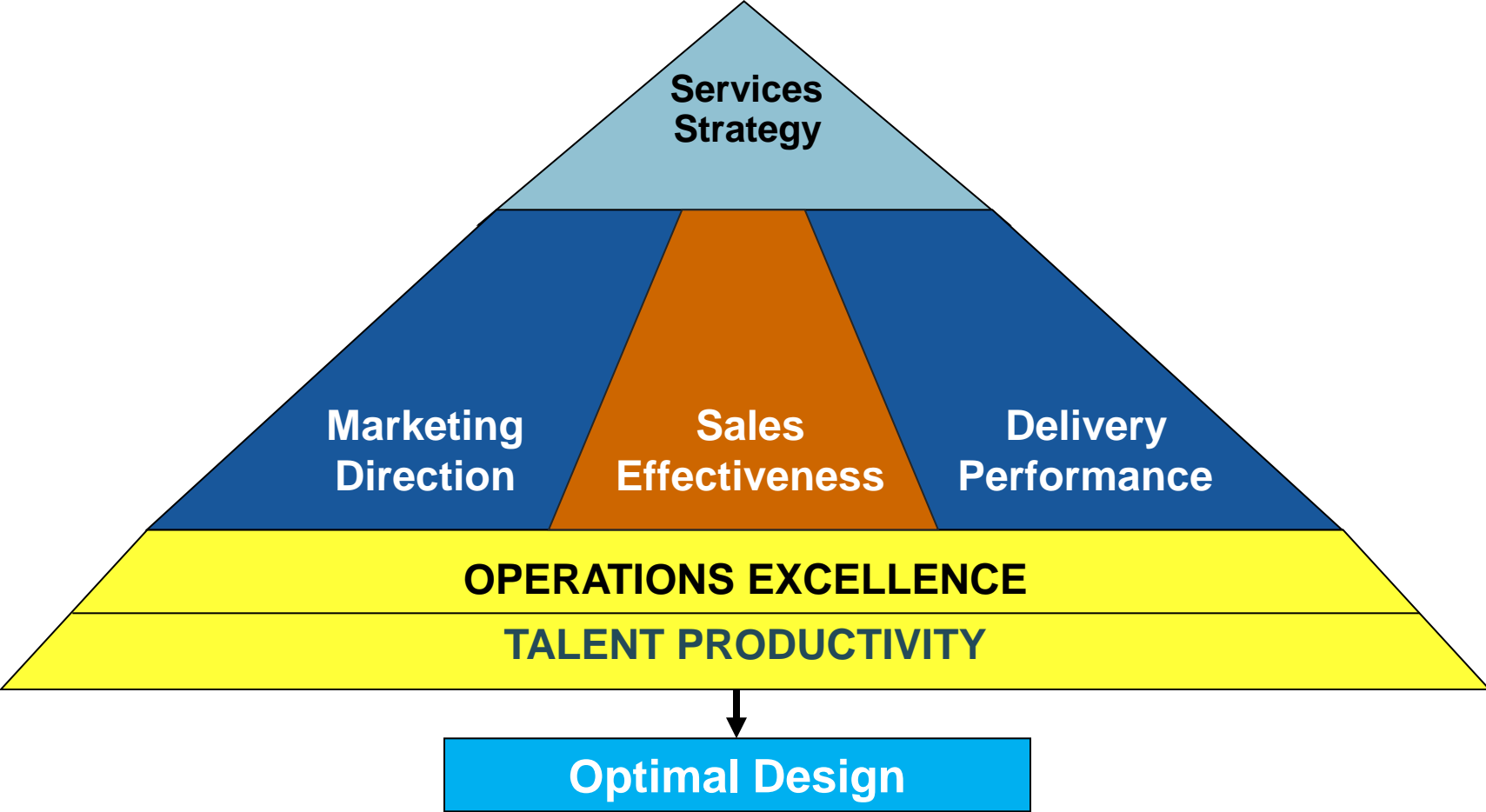


IT'S ALL ABOUT ALIGNMENT



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

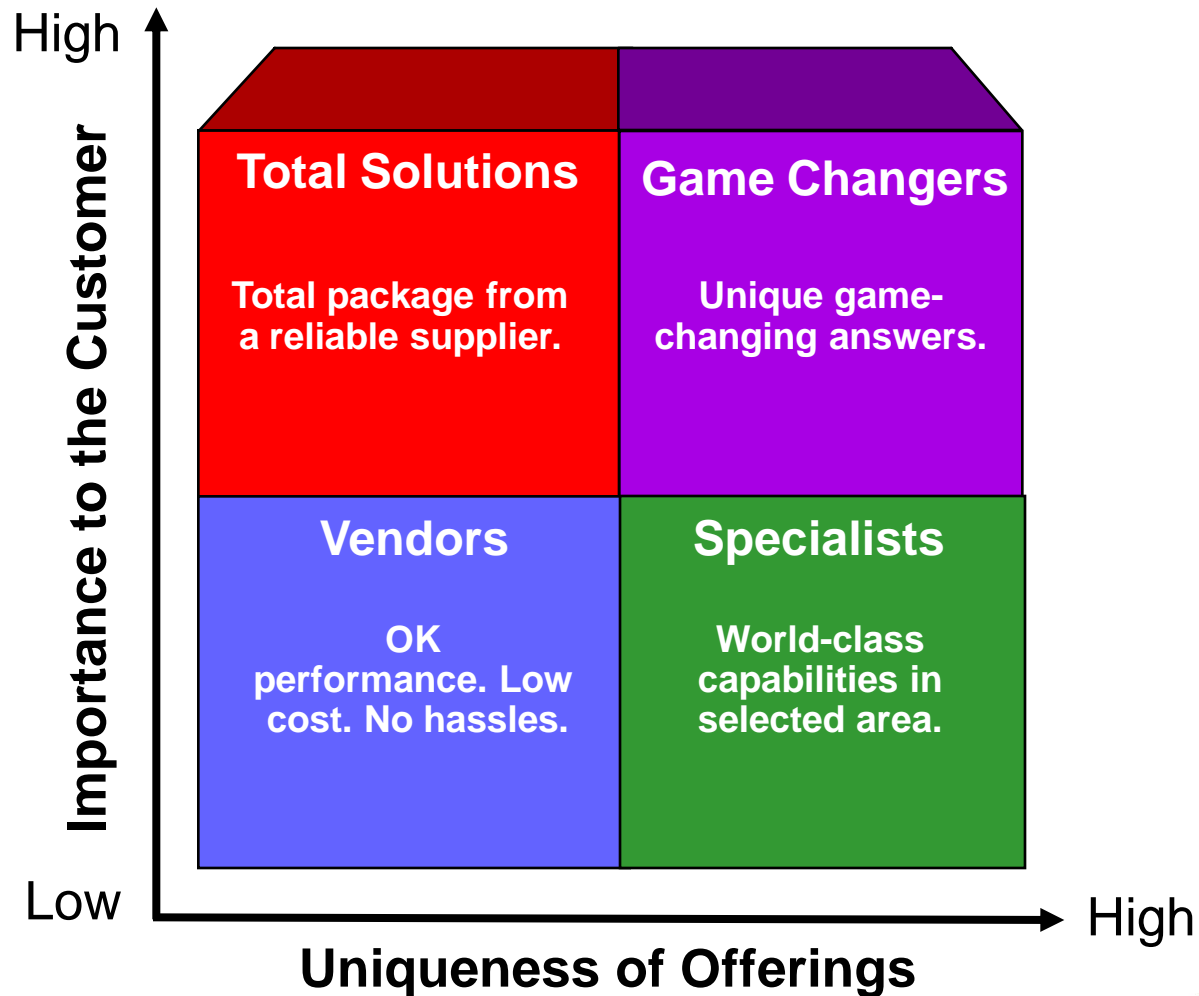
THE SERVICES PERFORMANCE SYSTEM



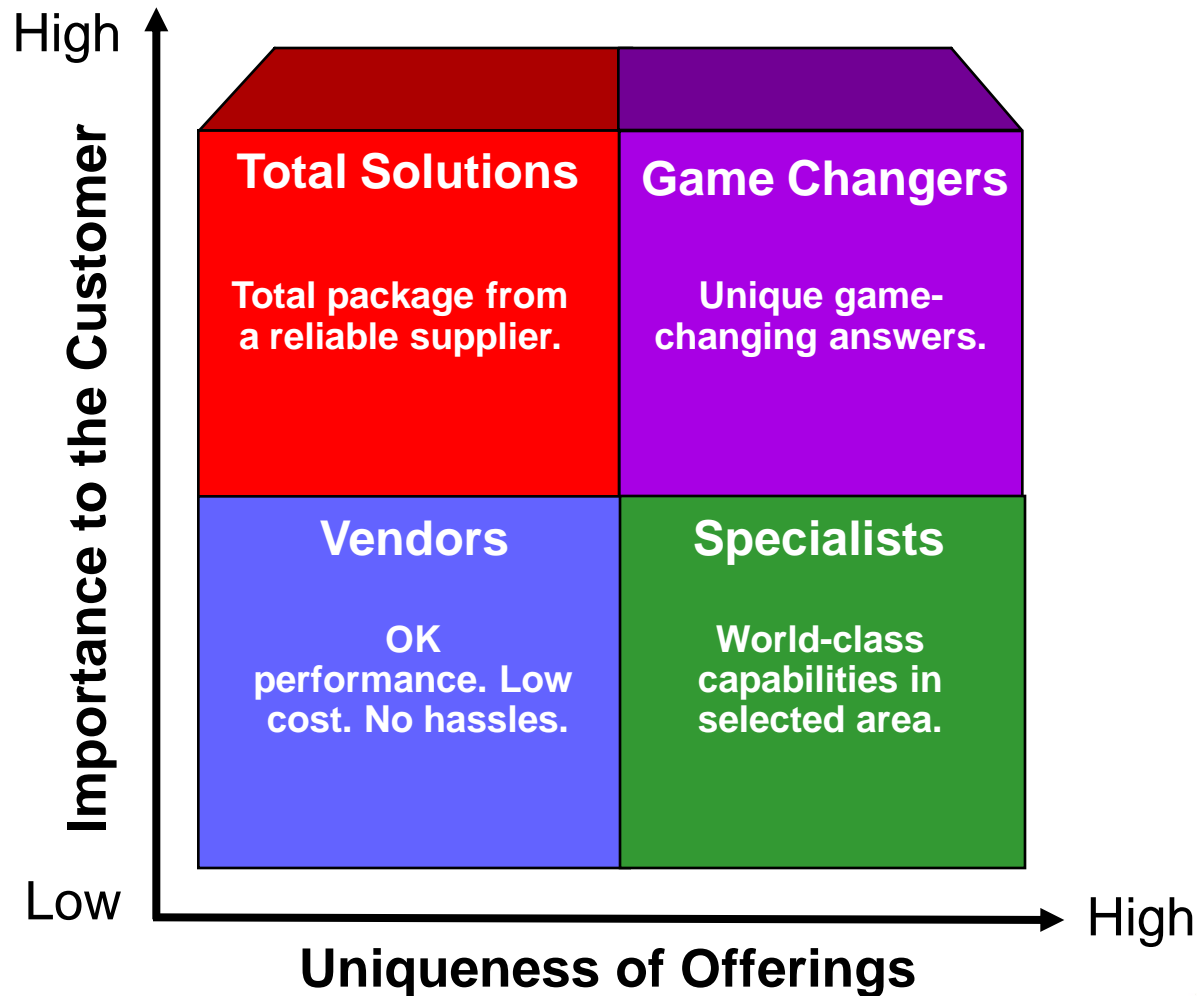
OOPS! IT'S NOT THAT SIMPLE



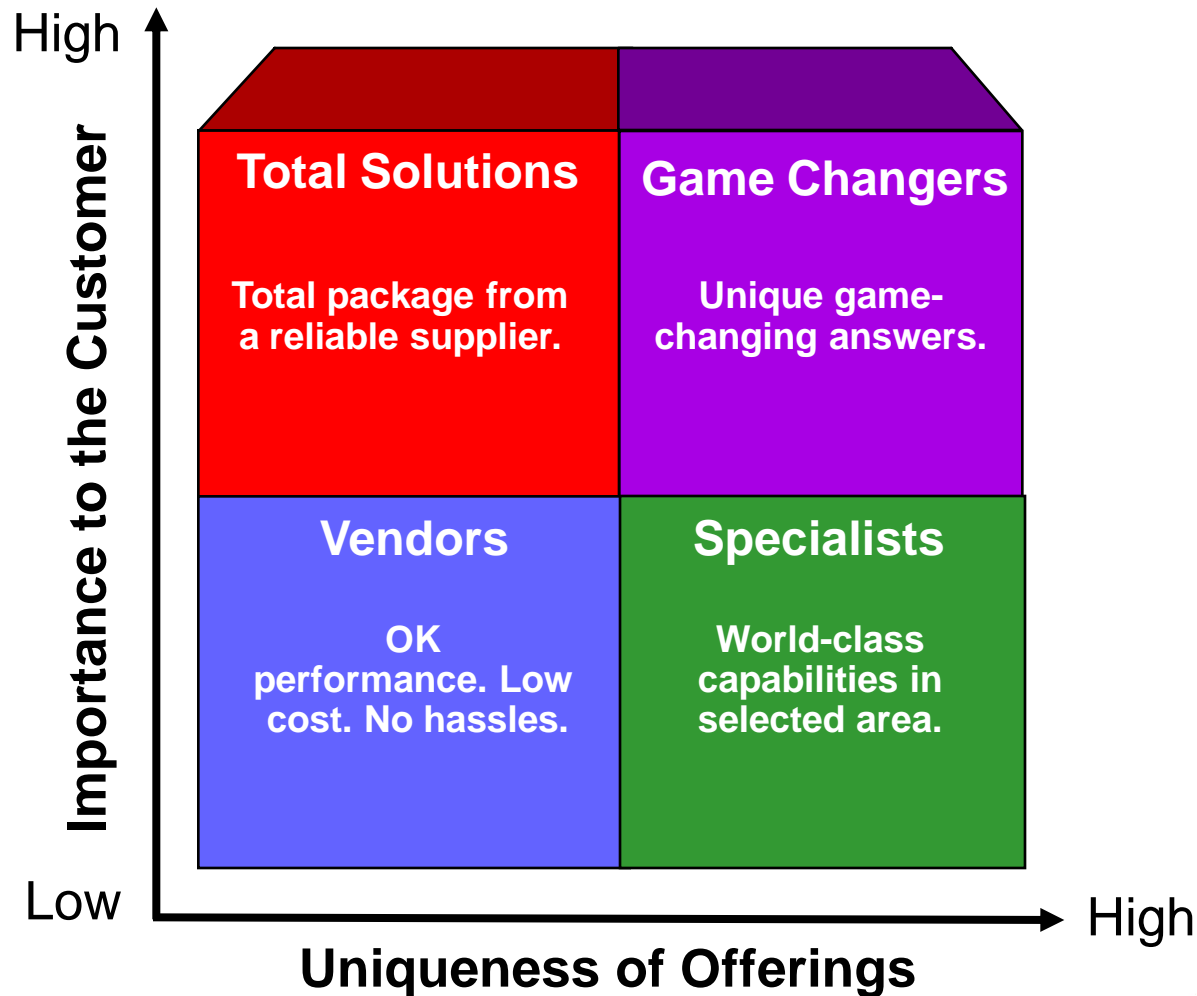
BUSINESS STRATEGY: THE FOUR CHOICES



STATION BREAK: WHICH STRATEGY IS YOUR BUSINESS FOLLOWING?



STATION BREAK: WHAT ARE THE IMPLICATIONS FOR YOUR SERVICES BUSINESS?



THREE PATHS TO GREATNESS

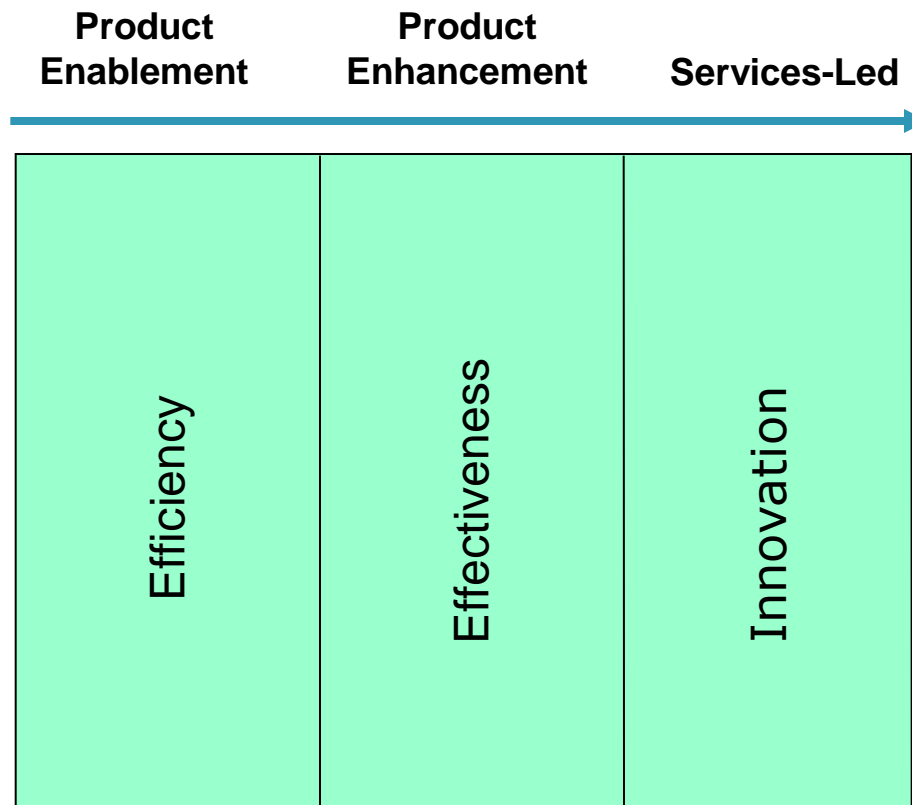
The Three Services Strategies



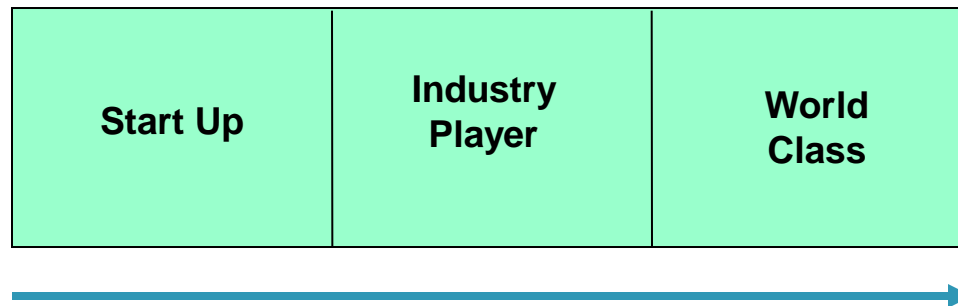
Adapted From: *The State of S-Business*. James A. Alexander. 2002.

YOUR STRATEGY DETERMINES YOUR PHILOSOPHY

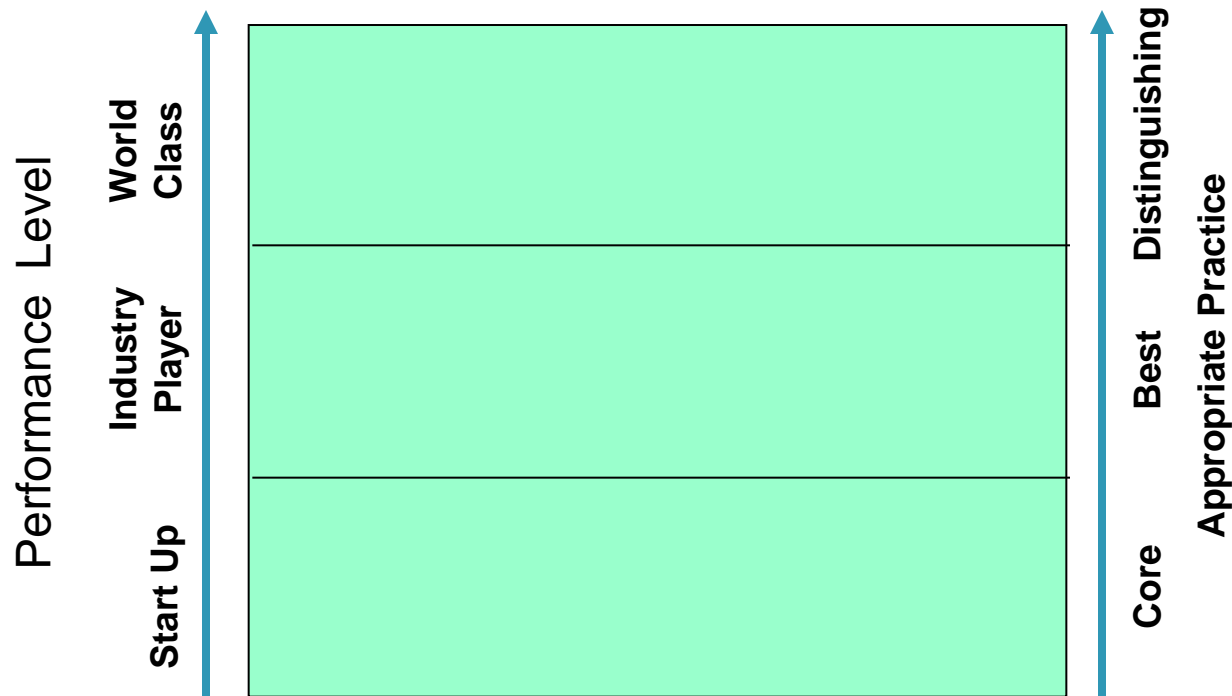
The Three Services Strategies



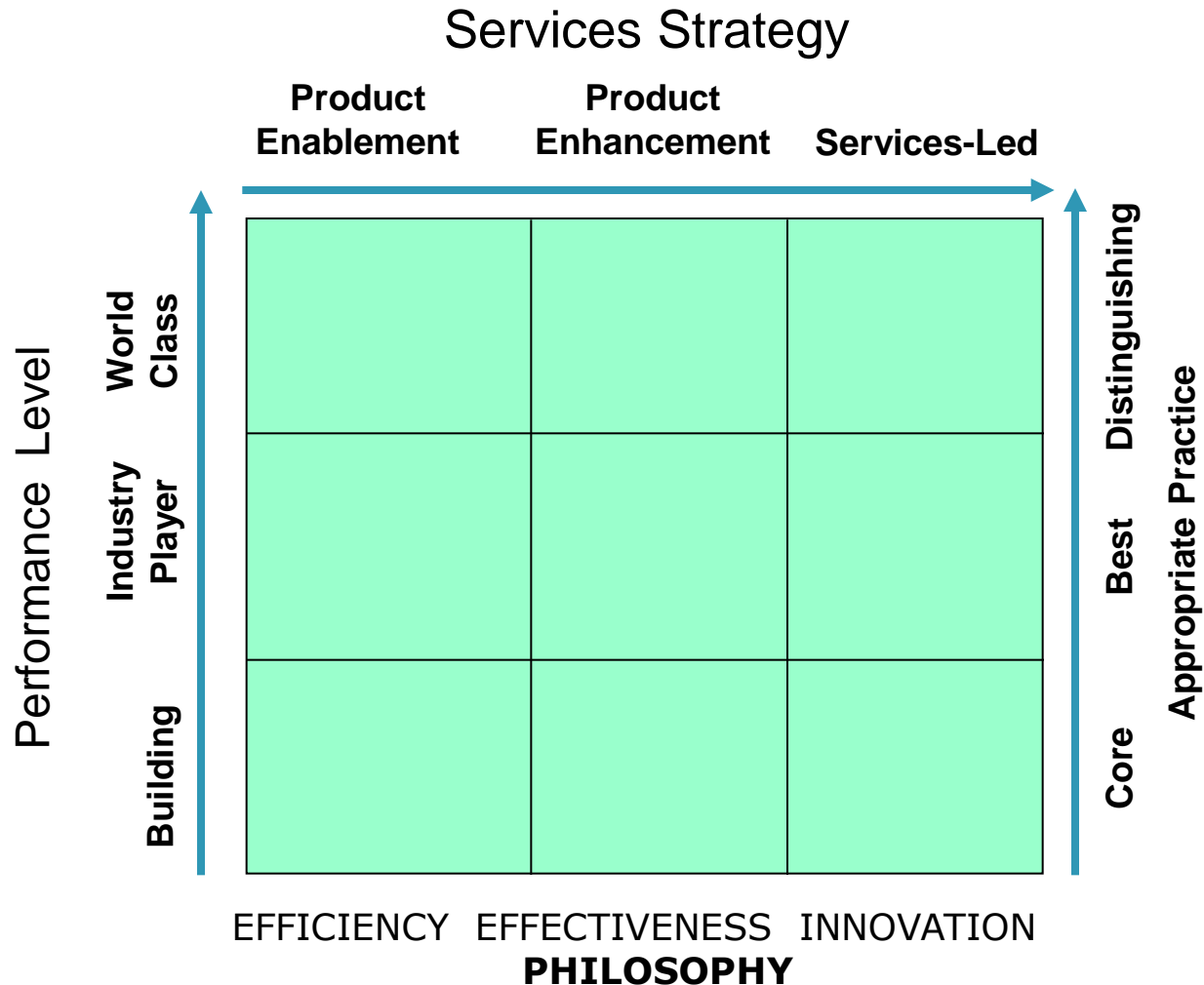
THE THREE PERFORMANCE LEVELS



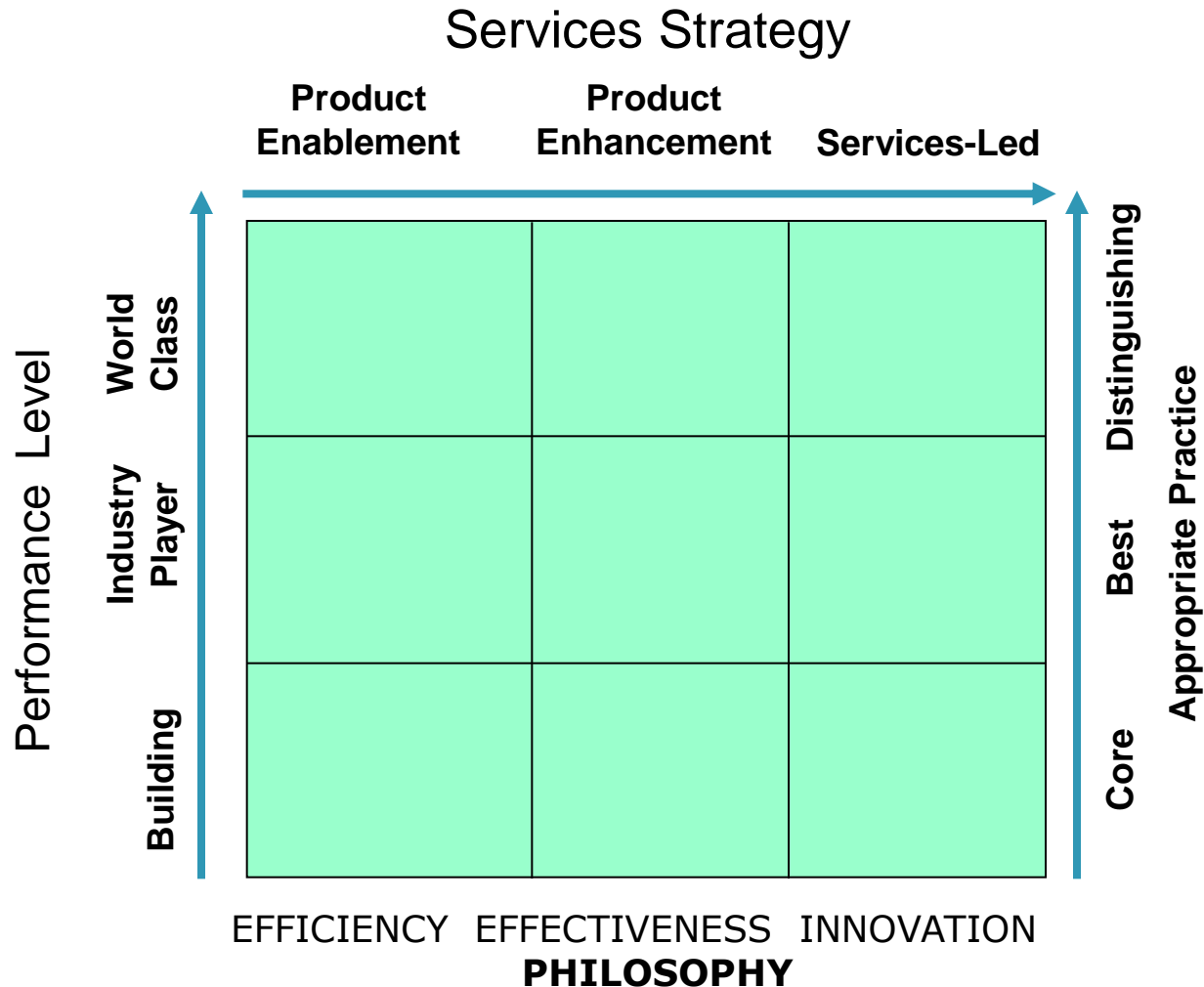
YOUR PERFORMANCE LEVEL DETERMINES THE APPROPRIATE PRACTICES



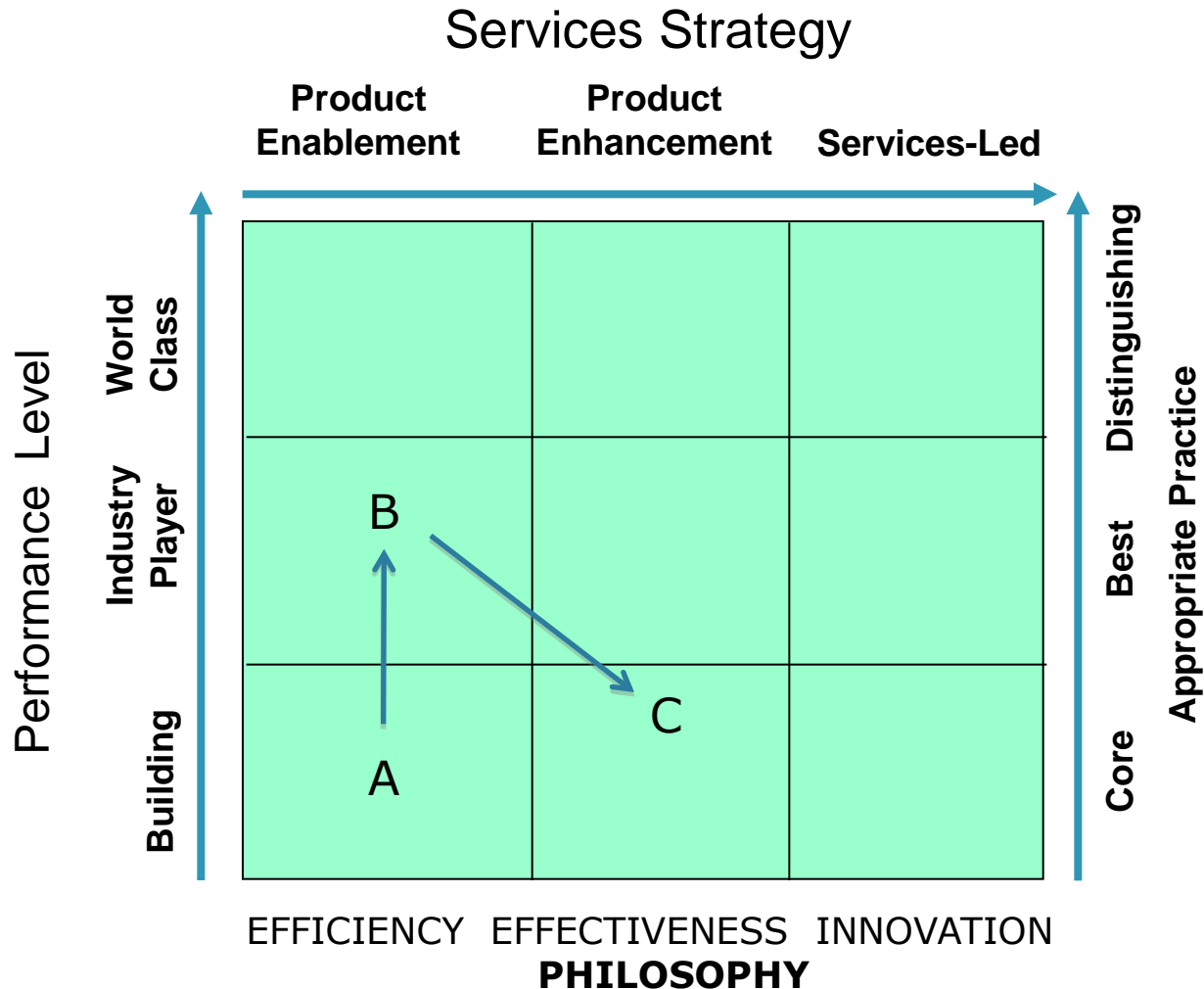
THE NINE BOXES OF SERVICES STRATEGY



STATION BREAK: WHERE ARE YOU TODAY AND WHERE SHOULD YOU BE TOMORROW?



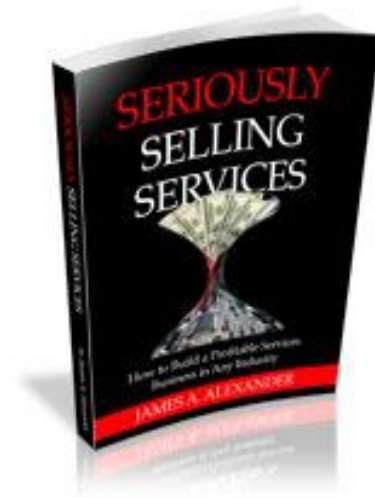
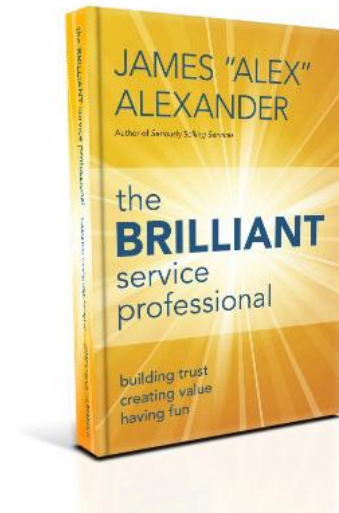
THE NINE BOX EXAMPLE



THANK YOU

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Thanks for Your Participation



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Requests for Information

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