

Full Service / Contracting Models

The Ultimate Promise

From customer satisfaction to customer partnering

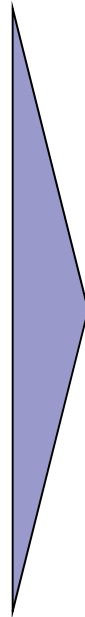


Concept

With „Full Service“ you **guarantee**, what you promise to customers!

„Guarantees“

- ▶ **Performance**
 - ▷ Output
 - ▷ Quality
- ▶ **Lifetime**
 - ▷ Durability
 - ▷ Availability
- ▶ **Cost**
 - ▷ Investment
 - ▷ operating
 - ▷ Disposal



„Rewards“

- Price premium**
- Service Revenue**
- „Share of Wallet“**
- Customer Loyalty**
- Economies of scale/scope**
- Continuity of Cash Flow**
- New customers**
- Image Support**

The level of “win-win” benefits for customers and company indicate the potential of the model!



Obstacles

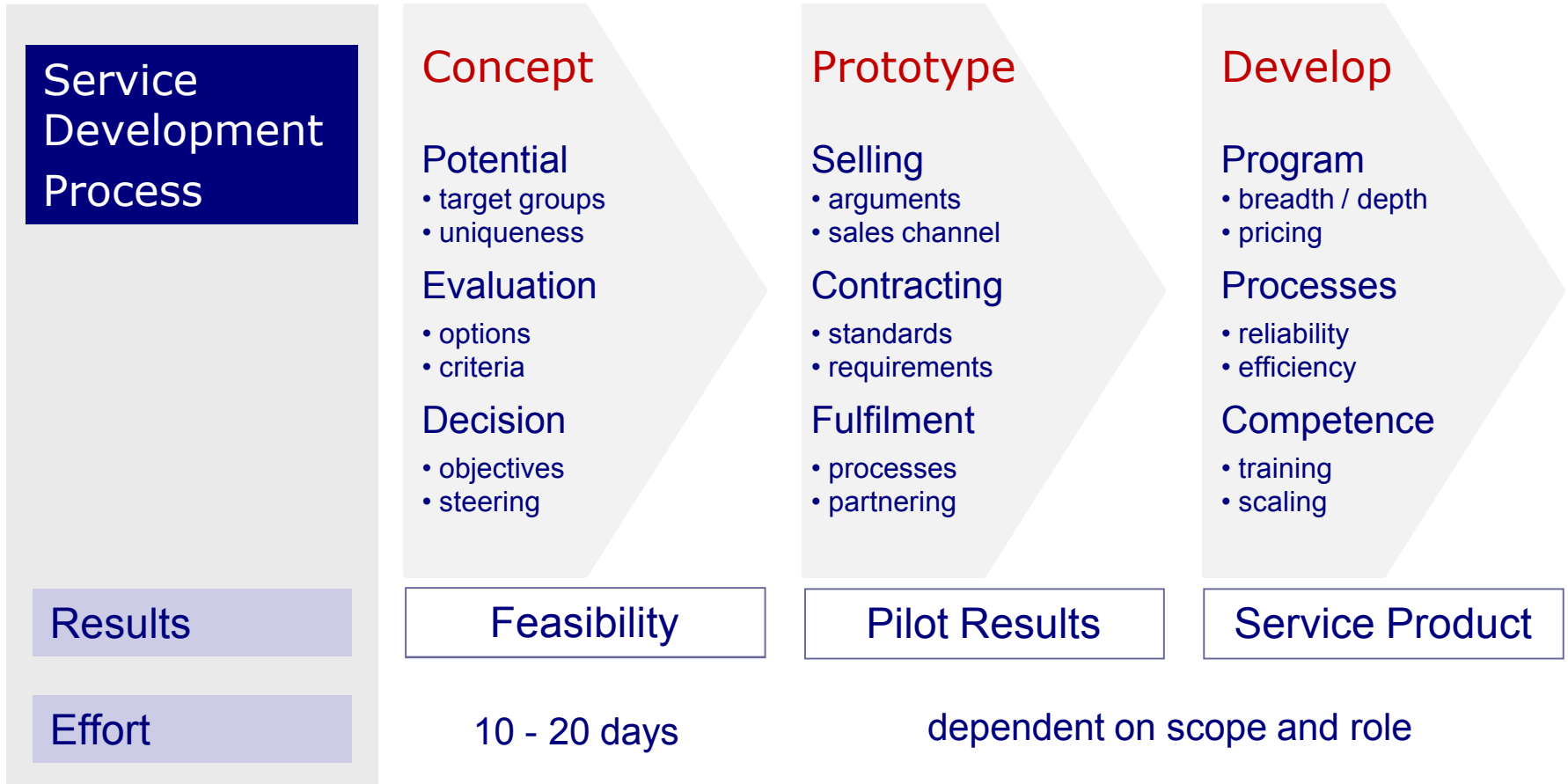
Readiness to leave traditional thinking behind:

- ▶ **risk aversity vs. risk management**
- ▶ **one-time vs. continuous revenue**
- ▶ **service design cost vs. investment in competences**
- ▶ **corporate finance vs. customer financing**
- ▶ **closing cost vs. servicing cost**
- ▶ **quality cost vs. down-time cost**
- ▶ **product benefit vs. customer needs**
- ▶ **marketing cost vs. loyalty cost**

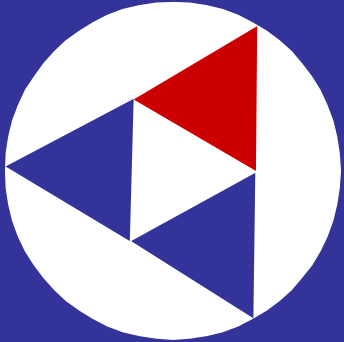
Internal 360 degree communication is crucial!



Approach



External guidance and internal competence development!



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Experience you can trust

International direct sales, marketing, service and business development know how acquired in 15+ years of high level line and staff positions with a Swiss premium brand manufacturer serving the construction and industrial maintenance industry.

Strategic Development

- Service Strategy
- Business Unit Strategy
- Business Modeling
- E-Business Strategy

Marketing Management

- Industrial Segmentation
- Multi-Channel Pricing
- Innovation Management
- Service Marketing

Sales Management

- Key Account Management
- Sales Channel Development

Operations Management

- MRO Operations Management
- Sales Management
- Service Management

Controlling & Finance

- Customer Profitability
- Key Performance Indicators
- Portfolio Management
- Compensation & Reward

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