



# Service Differentiation

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## Evaluation & Strategy

How to improve competitiveness with services!



# POWER of SERVICE

Differentiation is possible in any industry...

## Convenience

- ▷ Amazon search & delivery system ( Retail )

## Credibility / Image

- ▷ Mercedes 10 year service included ( Automobile)

## Contracting

- ▷ Black Socks selling socks on subscription ( Apparel )

## Financing

- ▷ Hilti Fleet Management ( Small Machinery )

## Know How

- ▷ Consulting services from SAP ( High Tech )

## Guaranties

- ▷ ABB spare parts availability guarantee( Transportation )

## Innovation

- ▷ BMW Xenon headlights ( Component manufacturing )

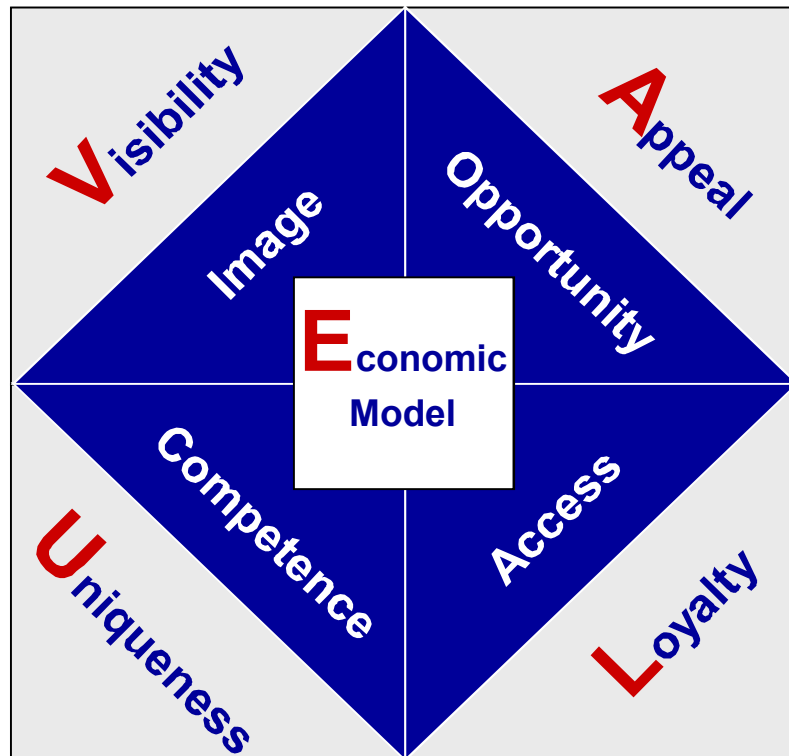
...and meaningful only  
when:

It's visibility supports your image  
Competence results in uniqueness  
Customer loyalty is created  
Market potential is substantial  
Economic model is viable



# FRAMEWORK

Clear process for evaluation needed:



## VALUE<sup>screen</sup>

- V** isibility – can it be communicated?
- A** ppeal – is it attractive to market?
- L** oyalty – does it help retain customers?
- U** niqueness – can we differentiate?
- E** conomics – is money to be made?

External and internal aspects to be considered!

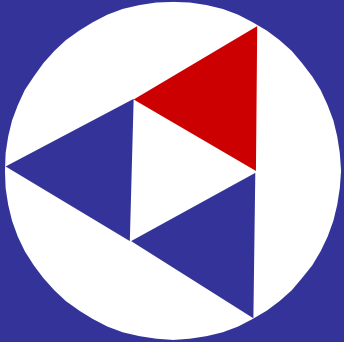
Using services as competitive weapon!



# TYPICAL APPROACH



Services need to be managed like products!



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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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