

## Brand Name

A brand name is a way that customers remember your product. A good brand name is a valuable asset. Foster it.

## Service Strategies

Often services are difficult to measure. However they can be analysed in a similar way to products on the previous page.

Consider your customers.

What are the customer needs for each of your products? Compare these needs with the benefits of your service. How well does each service meet those needs?

How well your services meet the customer's needs, determines your service strategy.

Some strategies to consider are:

- Change an aspect of the service to meet customer needs better.

- Have a person who symbolises the quality of your service.

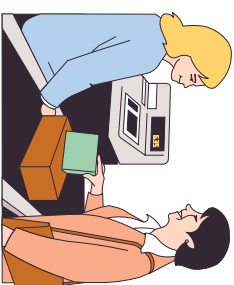
- Have a product such as a video that shows people how your service benefits them.

- Establish customer service practices that monitors customers service satisfaction.

- Train your staff well and often in how you want your service delivered.

- Improve factors such as staff friendliness, ability of staff to be enthusiastic, handle complaints well and keep calm, deliver prompt service and handle payments efficiently.

- Provide standard service packages so customers know what to expect.



- Ensure your processes and systems enable staff to give efficient, effective customer service.

## Competitive Advantage

Does your product or service have a component that customers value and your competitors don't have?

This component will be your competitive advantage.