

The danger with focussing on value!



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Know who the customers
and key stakeholders are

Understanding value from a
consumer perspective

Understand the customer's
experience with the service
and the organization

Focus on Value

A close-up, low-angle shot of a male mechanic with a beard, wearing a dark blue hoodie and a black cap, working on the underside of a car. He is using a red and black power tool, possibly a torque wrench, on the suspension components. The car is elevated on a red lift. The background is dark and industrial, with some equipment visible. The lighting is dramatic, highlighting the mechanic's face and the mechanical parts.

64%

of the customers
leave because of the
frustration with the
service they
experience

The danger here is that we focus too much on the functional

➤ Homo Economicus vs Homo Emoticus

Paying attention to the customer's emotions

Homo Economicus

Choices based on rational criteria such as:

- Product quality
- Price

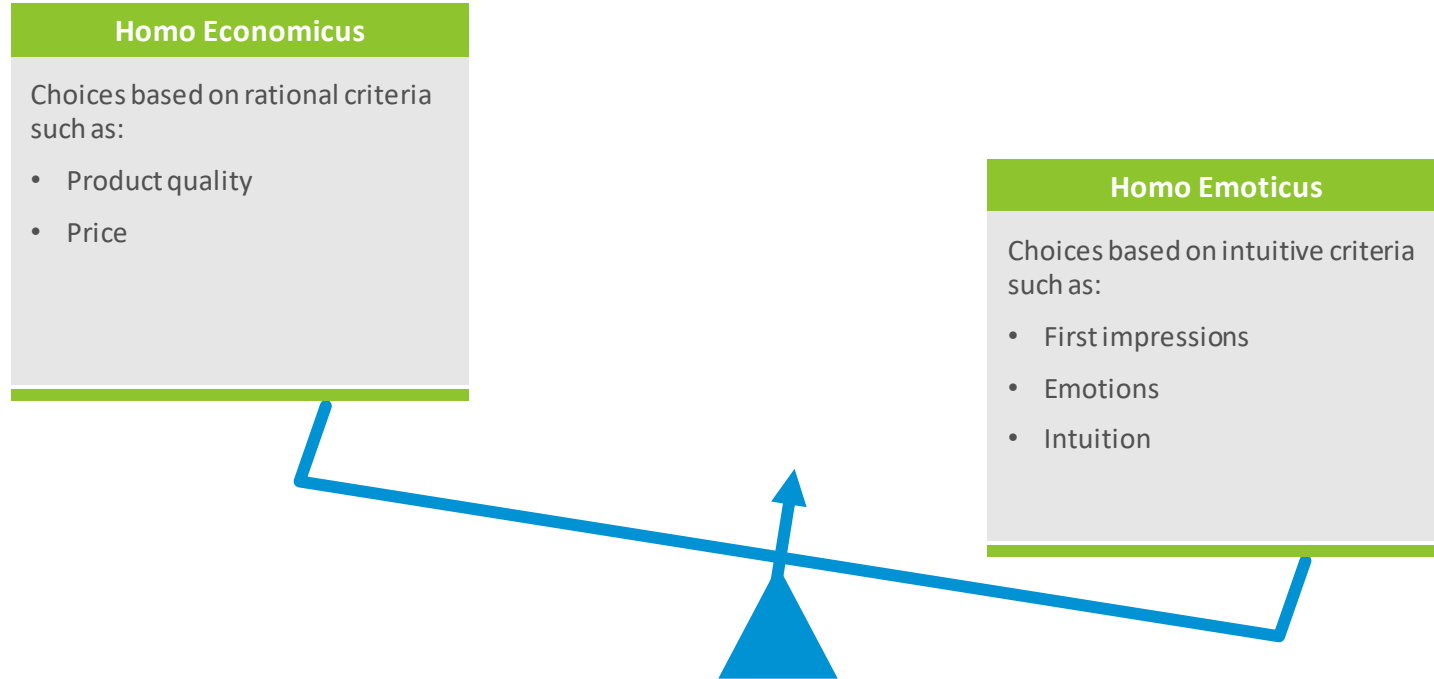
Homo Emoticus

Choices based on intuitive criteria such as:

- First impressions
- Emotions
- Intuition

► Homo Economicus vs Homo Emoticus

Paying attention to the customer's emotions



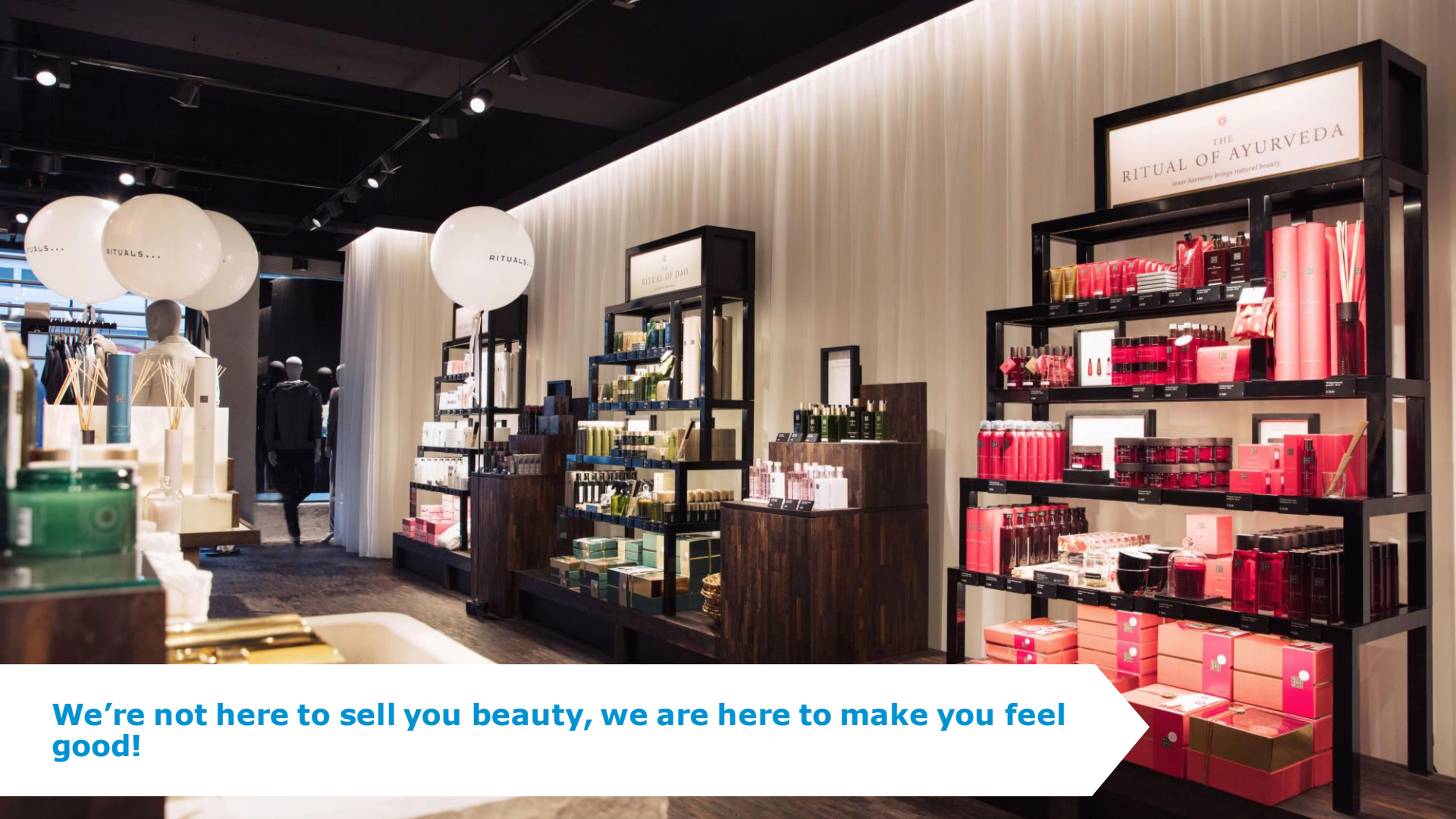
▶ Homo Economicus vs Homo Emoticus



► Service excellence pyramid

- Emotions lead to a certain experience





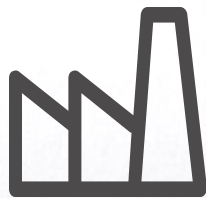
We're not here to sell you beauty, we are here to make you feel good!

**Determine what the
emotions and experience
are**

**what the organization
wants to mean for its
customers**

**what should be the ideal
experience that is being
worked on**

THINK
ABOUT
THINGS
THAT



**Suitable for a setting where
the steps are completely
handled internally**



**Often knows no exceptions
and differences between
customers**

the beginning..



From concrete processes to customer journeys



Pieter Zwart (CEO Coolblue): "Selling washing machines is not about picture, price, button. It's about the entire customer journey."



A customer journey can be seen as a James Bond movie



Open strongly and set the right tone



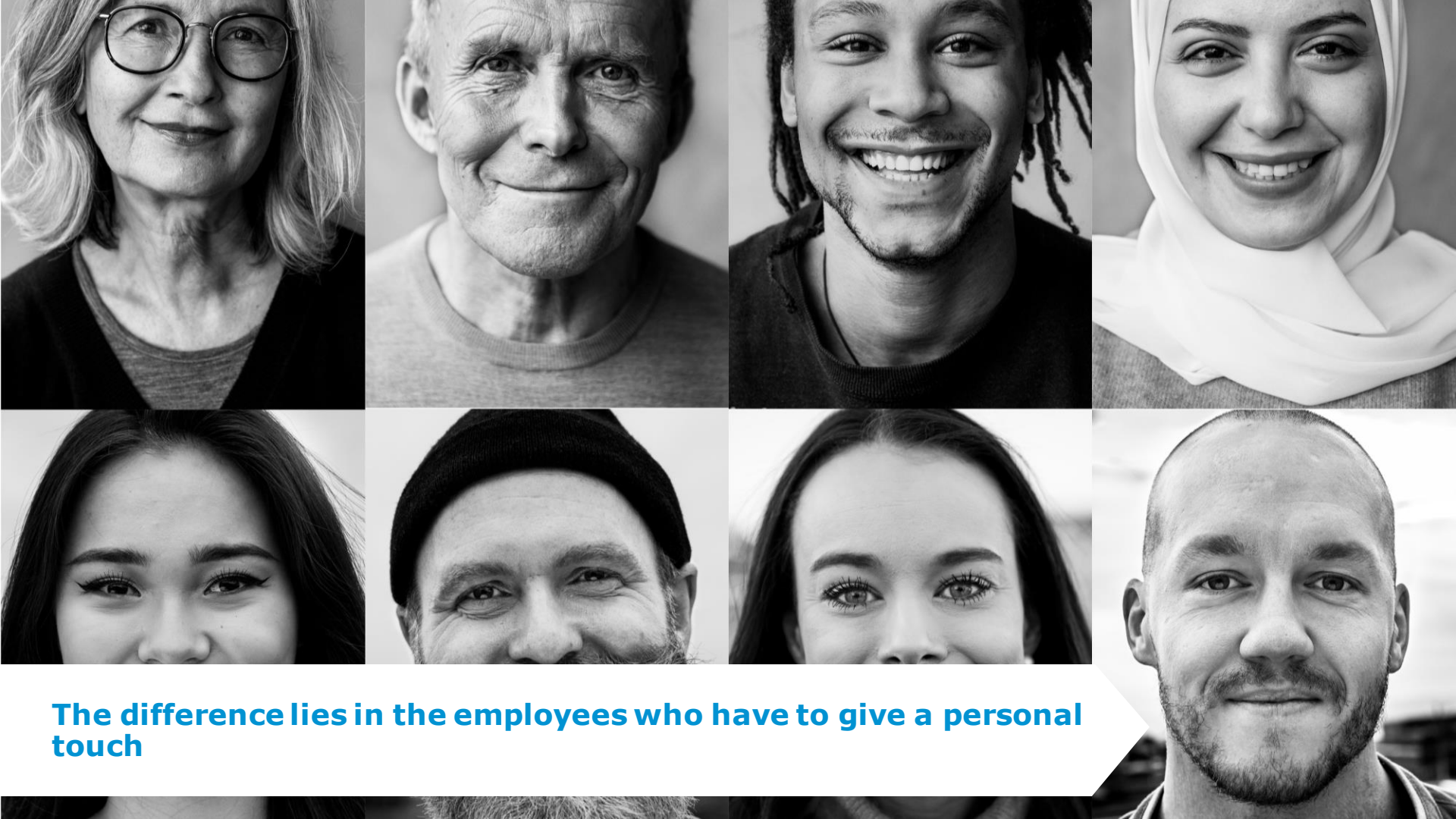
Organize a memorable moment



Ensure an appropriate end to the customer journey



A customer journey can be seen as a James Bond movie



The difference lies in the employees who have to give a personal touch

► Get To Grips 2023

Agenda

- 14h30 – 15h00 Onthaal
- 15h00 – 15h15 Welkom
- 15h15 – 15h45 Nieuwe Trends: Bent u er klaar voor? – (Danny Van Vosselen)
- 15h45 – 16h15 Wat kan u doen om klantgericht te zijn? (Jordy Mertens)
- 16h15 – 17h00 Pauze
- 17h00 – 17h30 Tools voor het nieuwe tijdperk van Service Management (Joost Van Iersel)
- 17h30 – 18h15 Gastspreker Jef Staes
- 18h15 – 18h30 Afsluiting
- 18h30 – 20h00 Walking Dinner



GET TO GRIPS 2023

1 juni '23
BluePoint Antwerpen

Service Management
EVENT

Bedankt



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We are curious to know how you experienced the workshop/presentation! Scan the Qr-code now and let us know in 2 minutes.

