



indiana design consortium, inc.
Branding and Business Development Experts

What's Your Customer Service Strategy?

You Need to Be Able to Define It in 21 Words or Less

The industrial age is long gone. In reality, America has been a service economy for quite some time.

In fact, every successful company today is in the service business. Even manufacturing companies are trying to offer more “value-added services” to compete.

You're probably in the service business too. But how is your service different from and better than that of your competitors? It's a crucial question you need to answer to improve your marketable position in today's economy and to ensure that your position is reinforced by the people working for you.

Here's why you need a succinct and definitive customer service strategy—one that can be clearly communicated to your customers and employees alike:

- 1. Positioning.** Just like a product, you must position your service offering in the mind of your customer. That means identifying, stating and promoting how your service uniquely addresses a certain market need or motivational factor.
- 2. Internal Direction.** A clearly stated service strategy lets your managers at all levels know what your business is about, what the key operational priorities are, and what they should be trying to accomplish.
- 3. Frontline Follow-Through.** Where service is most important—at the point of contact with the customer—a service strategy passed down by management helps your employees carry your objectives through.

Contact [idc](#) to help you zero in on your marketable service strategy.



416 Main Street
P.O. Box 180
Lafayette, IN 47902
765.423.5469
765.423.4440, fax
idc-marketing.com