

Customer service proposition

Type	Efficiency – transactional	Emotional – customised
Customer wants	<ul style="list-style-type: none">Get me out of here ASAP!Don't bother me, serve meMake it cheap and painless	<ul style="list-style-type: none">Listen to me – properlyUnderstand my problemsEmpathise, get it right
Service characteristics	<ul style="list-style-type: none">ReliablePredictableStandard quality	<ul style="list-style-type: none">Individual needsComplexitySpecialist knowledge required
Operating model	<ul style="list-style-type: none">OperationsLow costCommon processesStandard outputs	<ul style="list-style-type: none">Customer partneringBest solution, never perfectSmall projectsUnique requirements
What's important	Customer knows what they need, we do it seamlessly	We work with customer to develop an optimal solution

Don't confused standardised with custom transactions!