

ONE
OCEAN NETWORK EXPRESS

Becoming My Best as Key Account

TACK
TMI
a GI GROUP brand

MDI
Partner in New Normal



MODUL 3

Complaint Prevention



Mengapa Pelanggan Pergi?



MEMBUKTIKAN

Pindah tempat	3 %
Pindah kepada relasi	5 %
Direbut pesaing	9 %
Kecewa karena produk atau layanan	14 %
Dikecewakan oleh karyawan	68 %

**AT SOME POINT....
WE ARE ALL CUSTOMER....**

Good VS Bad Service

 GOOD 	 BAD 
.....
.....
.....
.....
.....
.....
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.....

Let's take a look how service evolves from time to time as it is developed to meet the needs in its certain period of time



1000 BC



The first time ever
customer could say
“Put that on my bill”
was in early
Babylonia Era

200



The concept of shopping center was first introduced in the city area.

This is the blueprint of “the Mall” that is convenient and attractive, that we have in modern days

1937



- *First time ever a trolley was invented by Sylvan Goldman*
- It helped people **carry their shopping items without any hustle**, so that they can buy more things, all at once, at the store

There is one thing that will never change when it comes to service, which is:

Service...



...is a
feeling!



EXPERIENCE AND EXPECTATION



MATERIAL

PERSONAL





are influenced by how
the customer feels they're being treated

Forbes / Business



SERVICE IS SUBJECTIVE



SERVICE IS SITUASIONAL!

- As the customer, we all have *Mental Stop Watch*.
- We assess anything all the time and it will affect our expectation



Speed is not only related to fast food restaurant

The speed in service directly impact your sales number

If your line is moving because the company's speed in service is good, people will not mind to wait

If there is 1 or 2 people in your line and it takes more than 10 minutes, people might end up upset when their turn comes

John Scardapane,
Founder and CEO Saladworks, Philadelphia

SPEED IS A SERVICE ISSUE



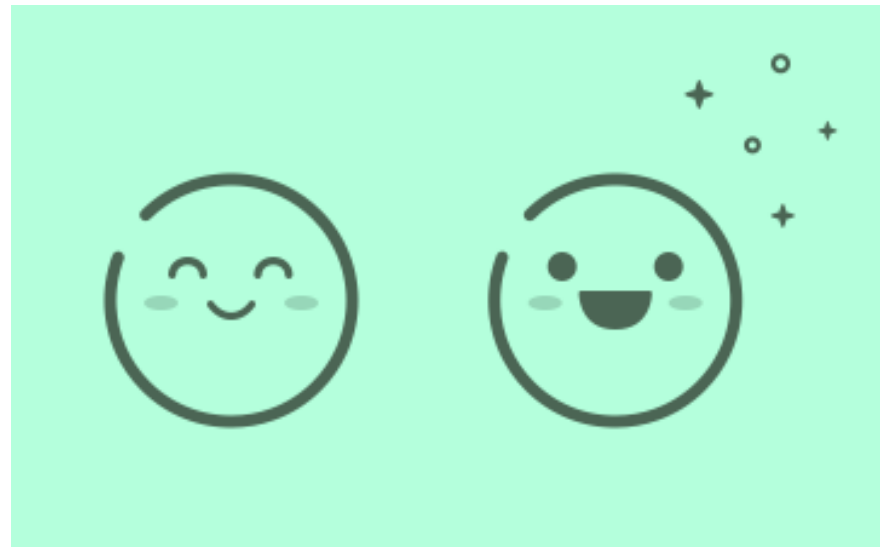
When **service** does not meet expectation it is considered as
‘Bad Service’ and we react accordingly

Service as competitive advantage:

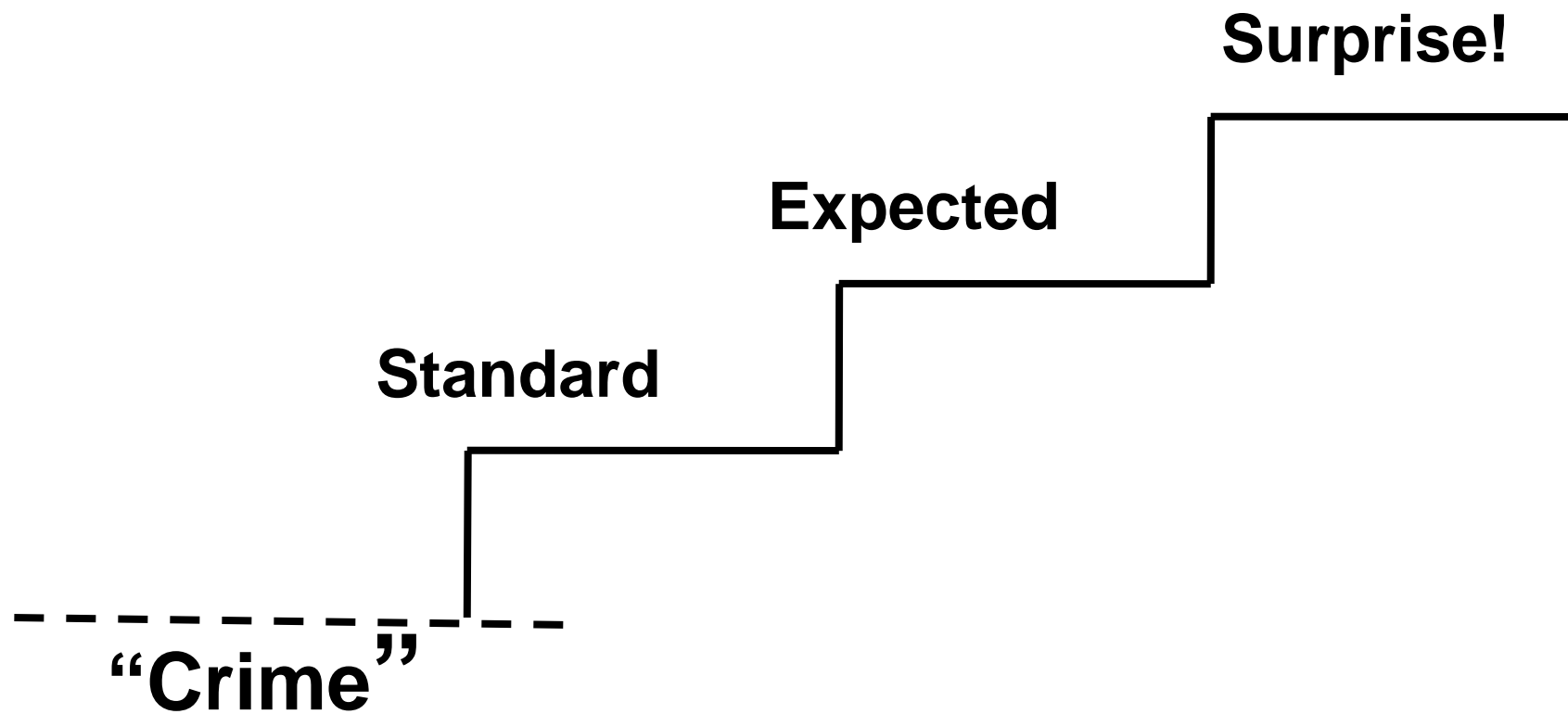
- Competition – “survival of the fittest”
- More access to information
- Increasing of customer expectation



***Shift your focus from
customer satisfaction to
customer delight!***



Move forward to the “Service Excellence”



4 Factors that will determine service excellence

1. Deliver what we have promised
2. Give some personal touch
3. Do the extra mile
4. Solve the problem well



*Sumber: Service Excellence = Reputation = Profit
Professor Robert Johnston
Warwick Business School and commissioned by ICS*

How is the future of service?

- Technology will help us to serve people but it is not the replacement of service
- Differentiate between convenience and service
- Service will always about people's feeling
- Great people, training and values will surpass any innovative technology

Customer Touch Points Mapping

	Search	<i>Consult</i>	Deal	Pay	Receiving Service
Action					
Question					
Happy moment					
Pain					
Opportunity					