

Rural Cellular Association

Uncommon Service for Uncommon Results

April 29, 2009

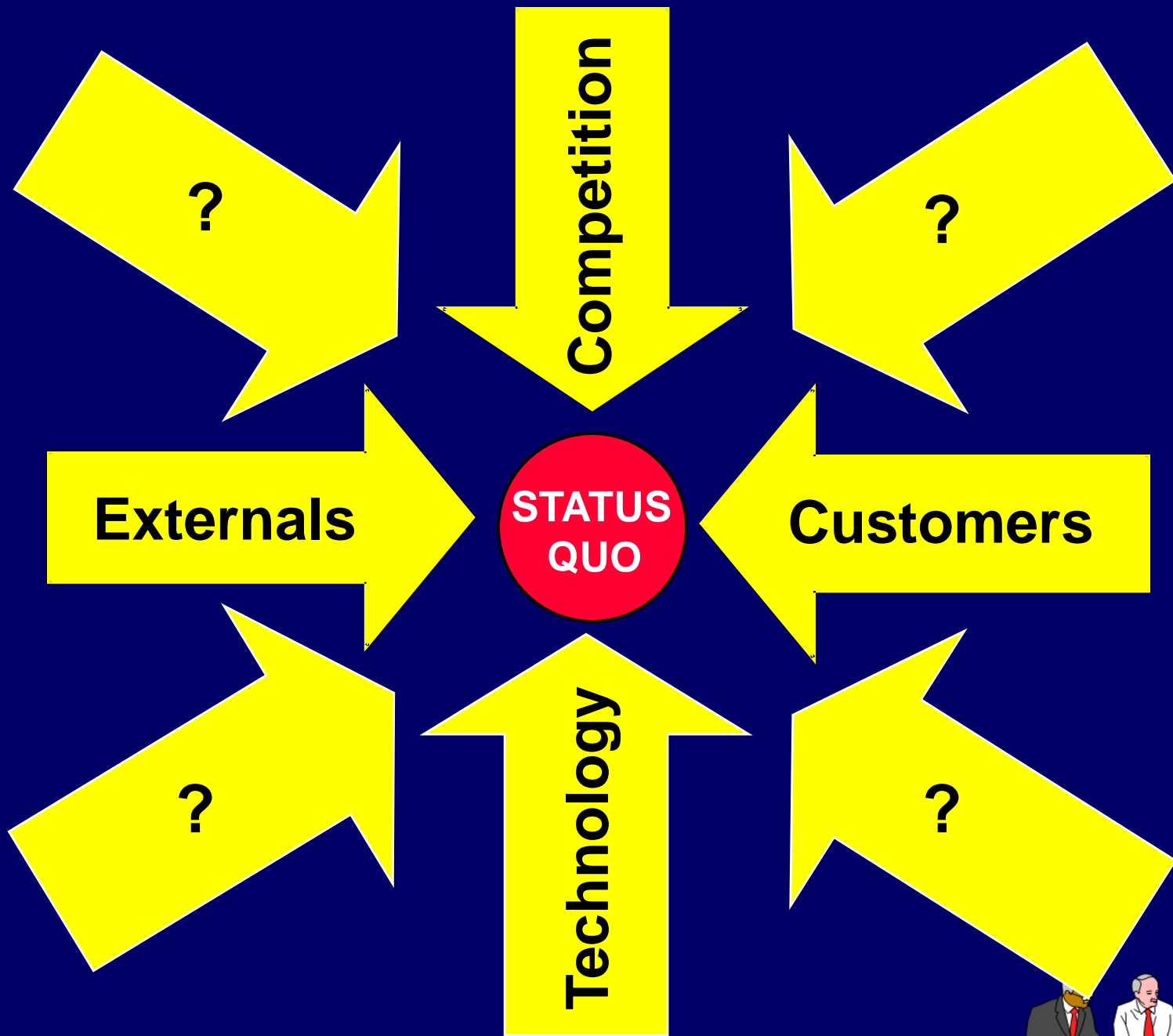
Dick Ruhe



Action Tools

1. Four P's
2. Business Proposition
3. Recovery Accountability
4. Nothing Happens
5. Perils of Progress



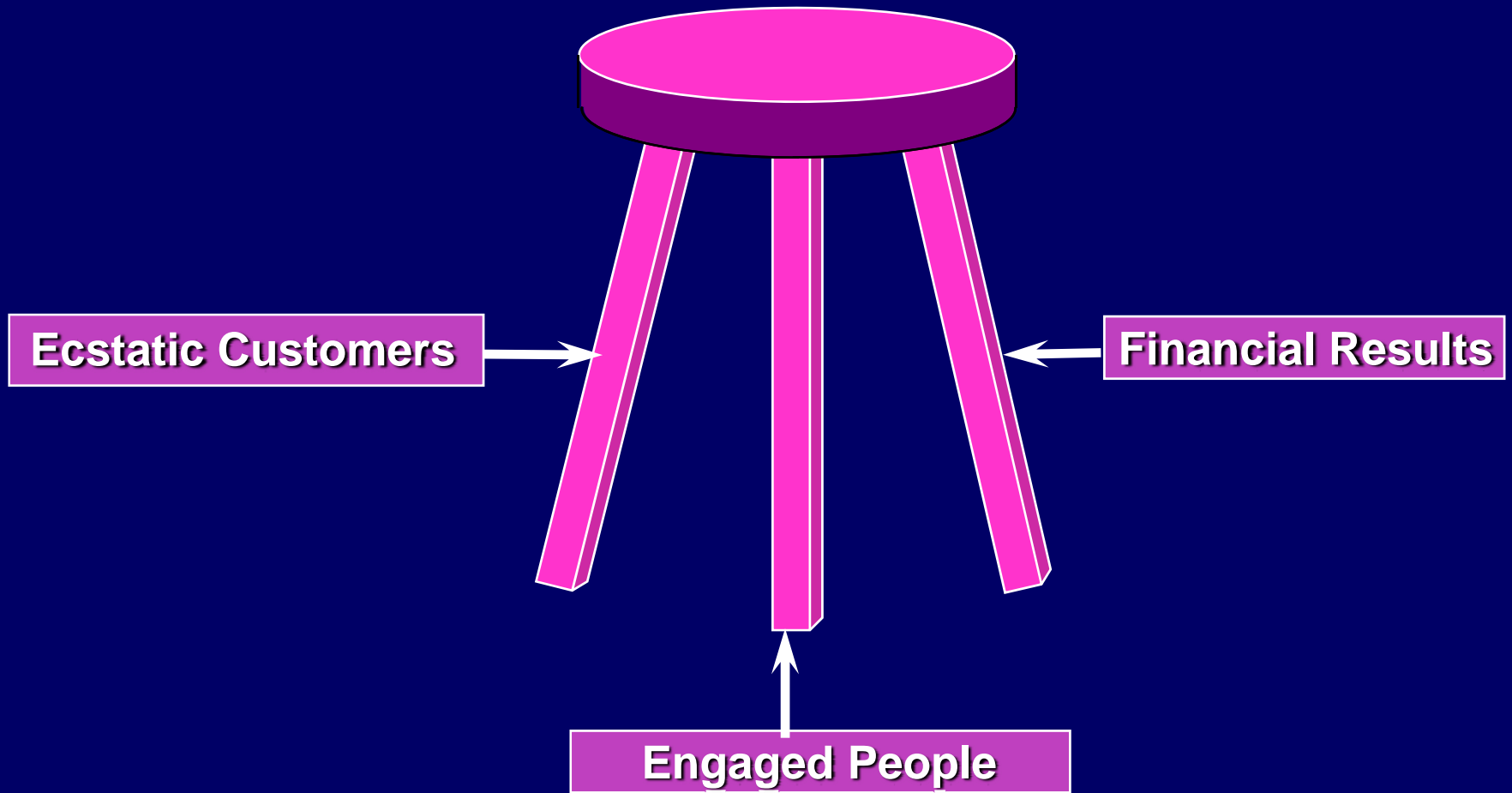


Three Options

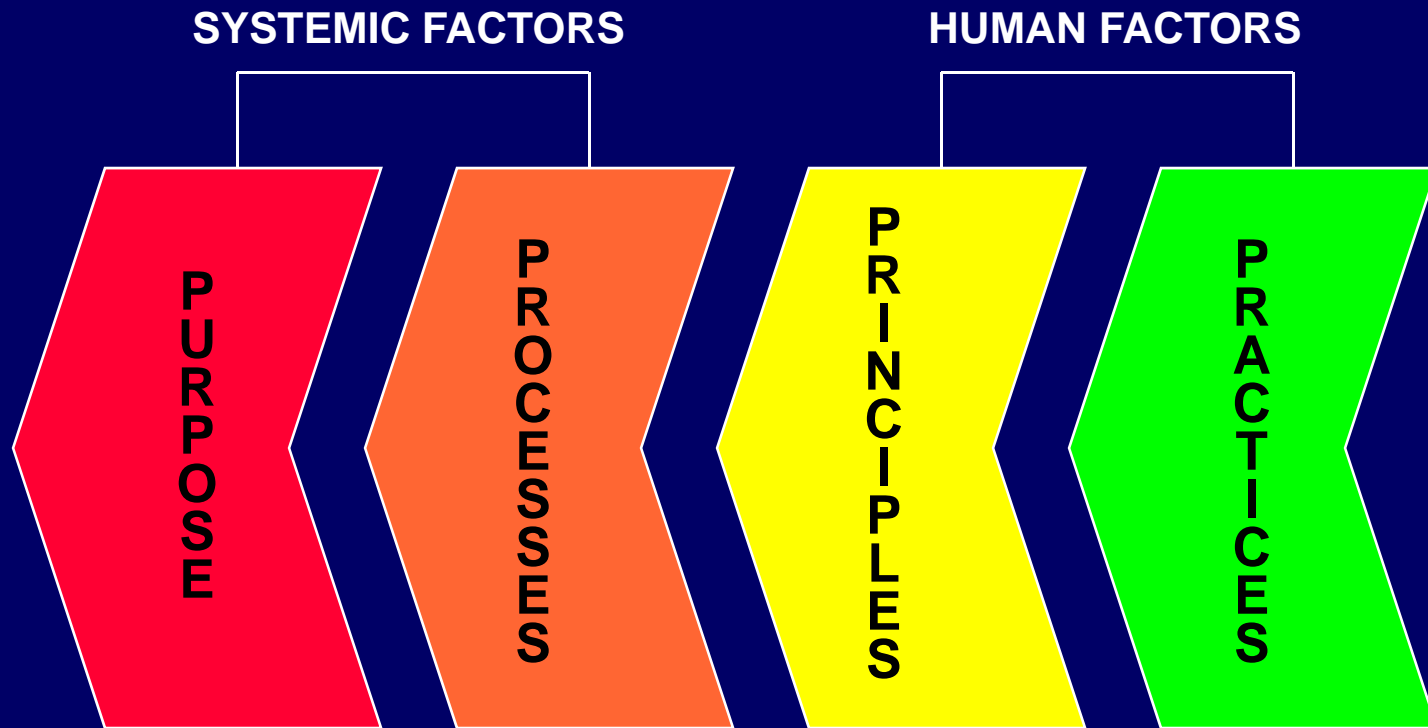
- Find ideal customers
- Nurture/build/retain
- Pray



Key Ingredients



Alignment for Service



(Tool #1)

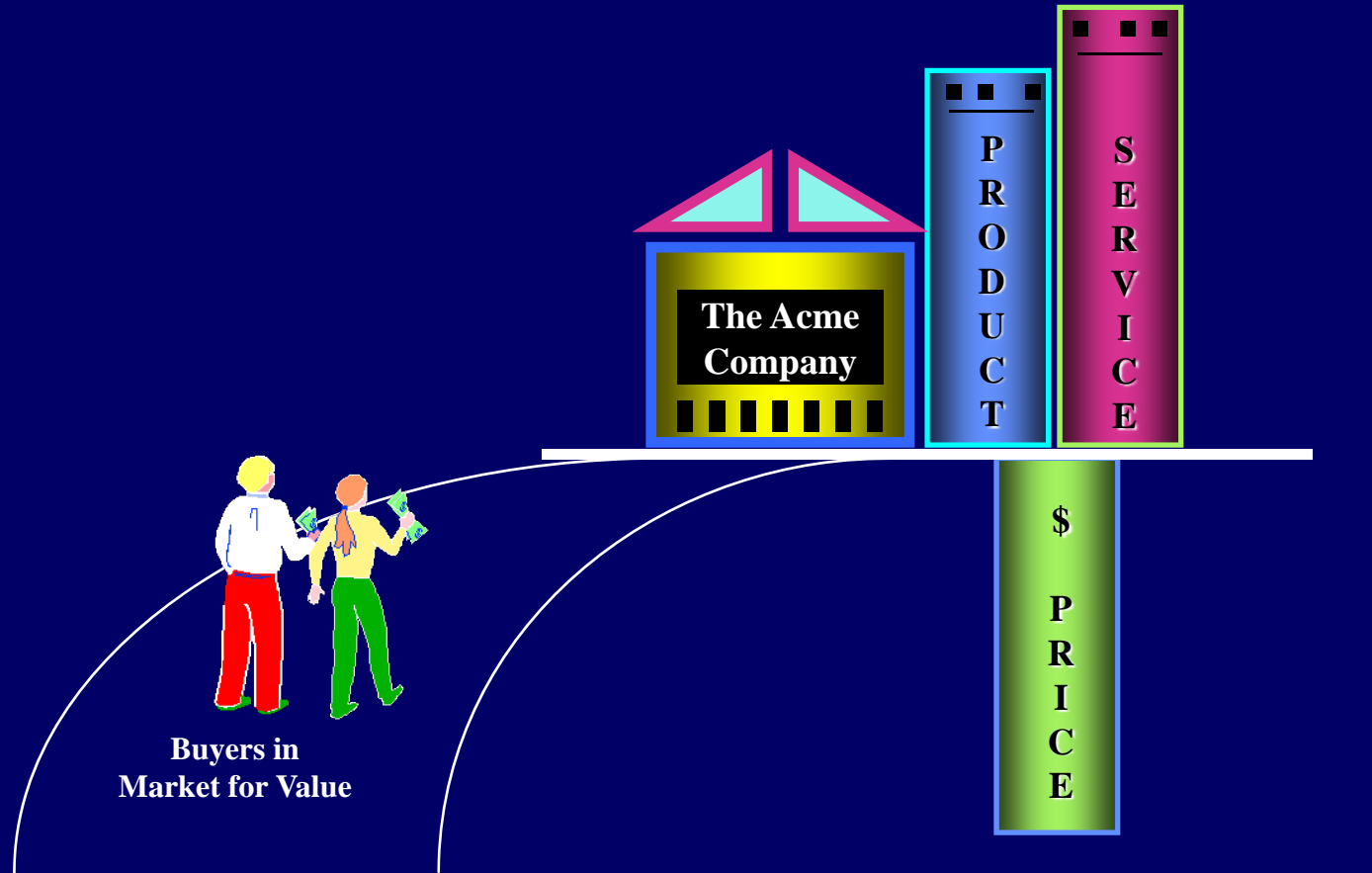


Going the Extra Inch

The human factors can take business performance beyond what the systemic factors routinely provide.



The Buying Decision

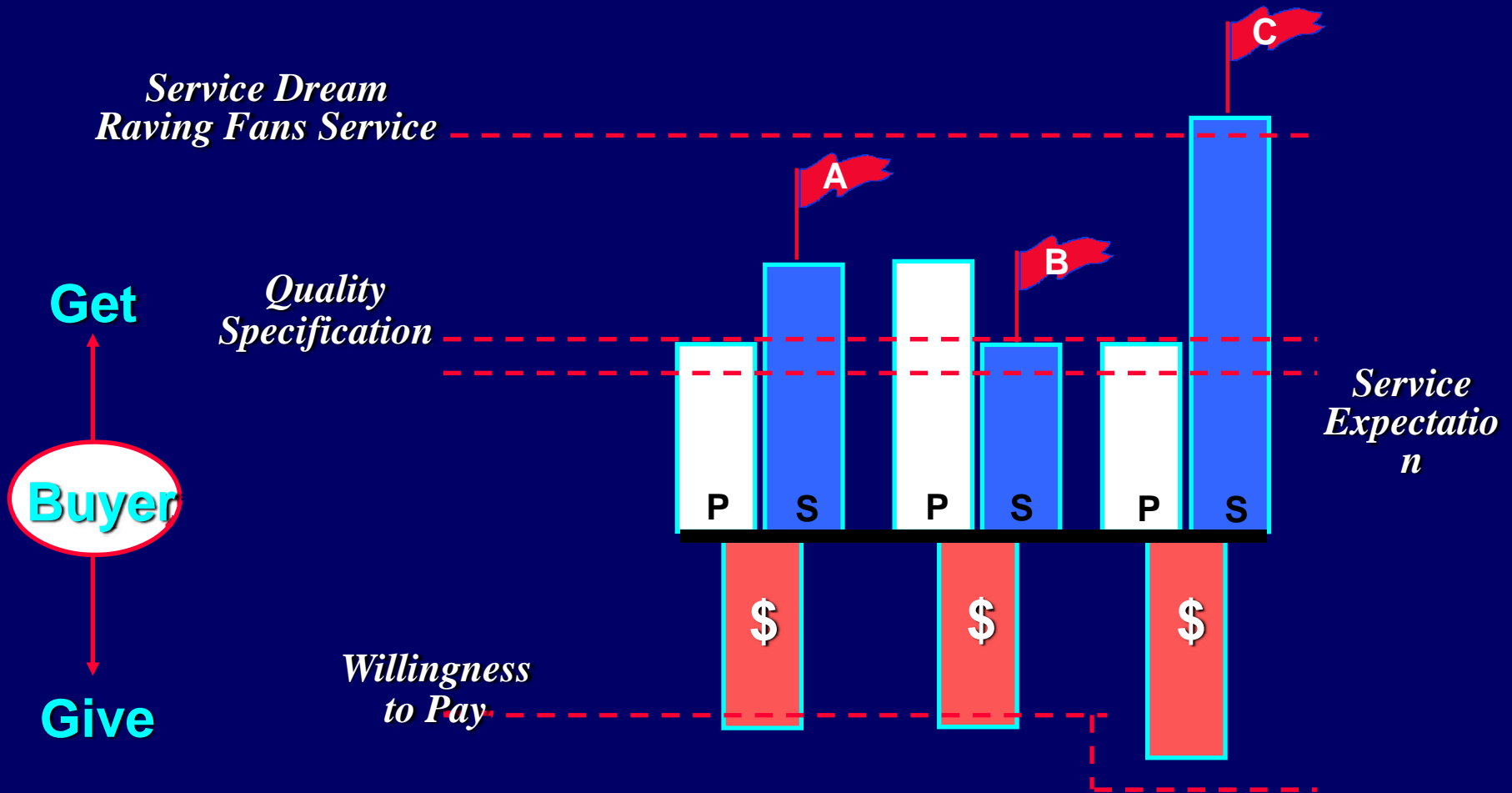


Value
(Buying Decision)

==

Product and Service
Price

Comparing Providers



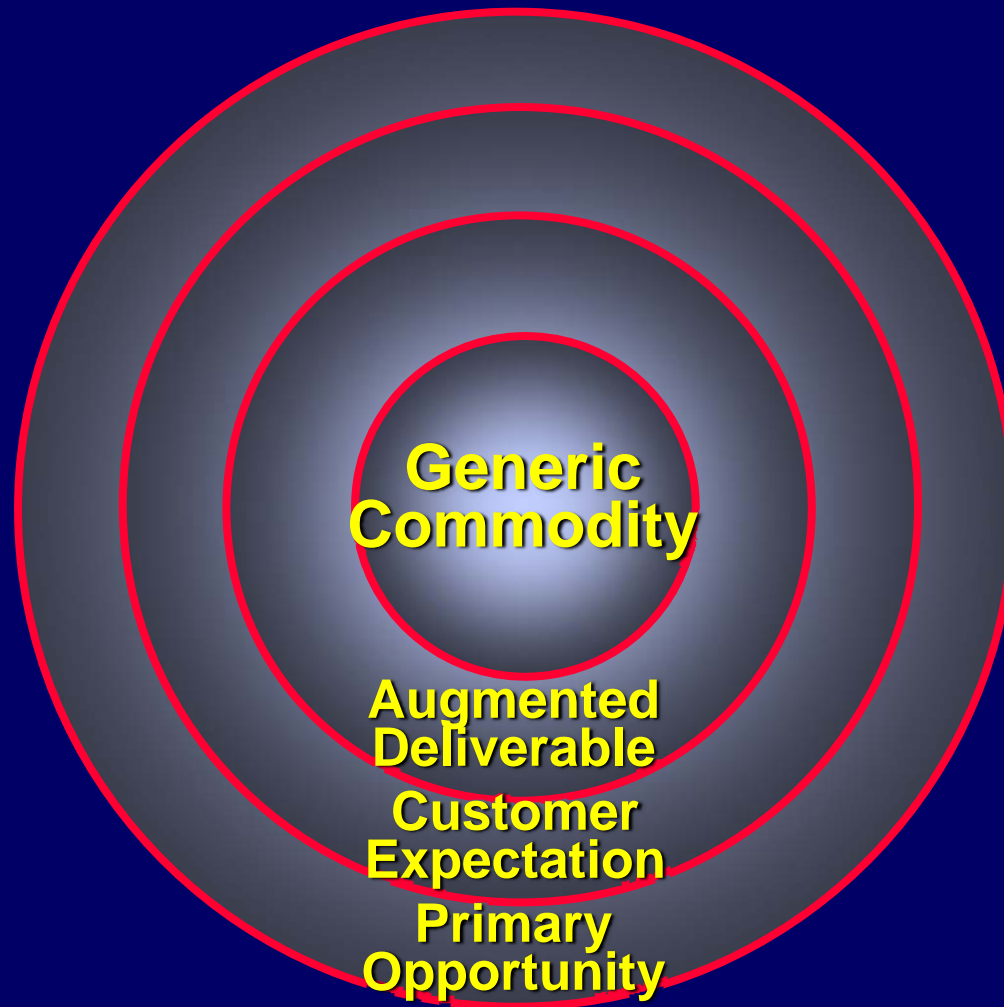
Business Proposition

$$\text{Value} = \frac{\text{Product} + \text{Service}}{\text{Price}}$$

(Tool #2)



The Expanded Deliverable



Profit = Revenue - Costs



How does your value equation compare in the industry?



Why Customers Switch

- Found less expensive product 15%
- Found better product 15%
- Lack of personal attention 20%
- Service provider unhelpful/rude 45%



Dissatisfied Customers

- Don't complain 96%
- Don't return 90%
- Tell others of dissatisfaction 100%
- Tell at least 20 people 13%
- Will return if problem resolved 70%
- Will return if resolved on spot 95%

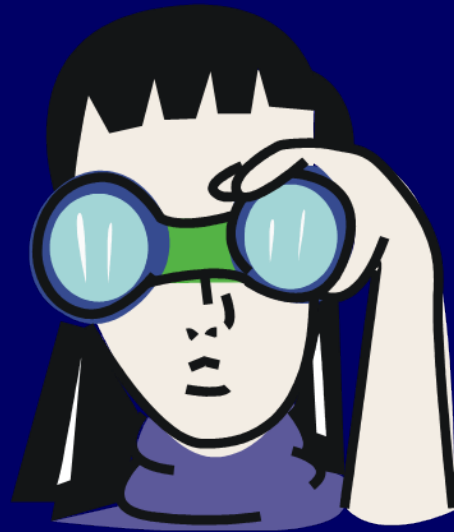


Uncommon Service

- **Observe ...**
- **Think ...**
- **Act ...**



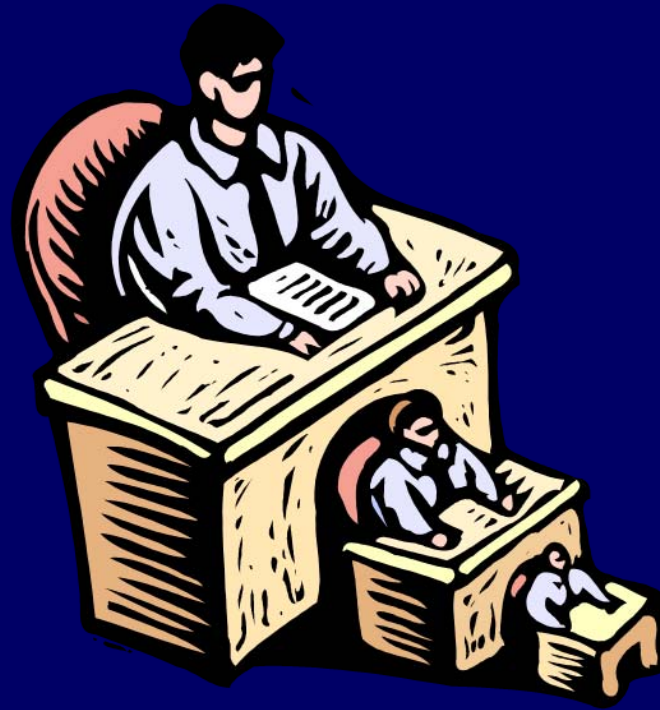
OBSERVE...*like a visitor*



THINK...*like a customer*



ACT ... *like an owner*



Points of Contact— Moments of Truth



Moment of Truth

Any time a customer/user comes into contact with the supplier and has an opportunity to form an impression.

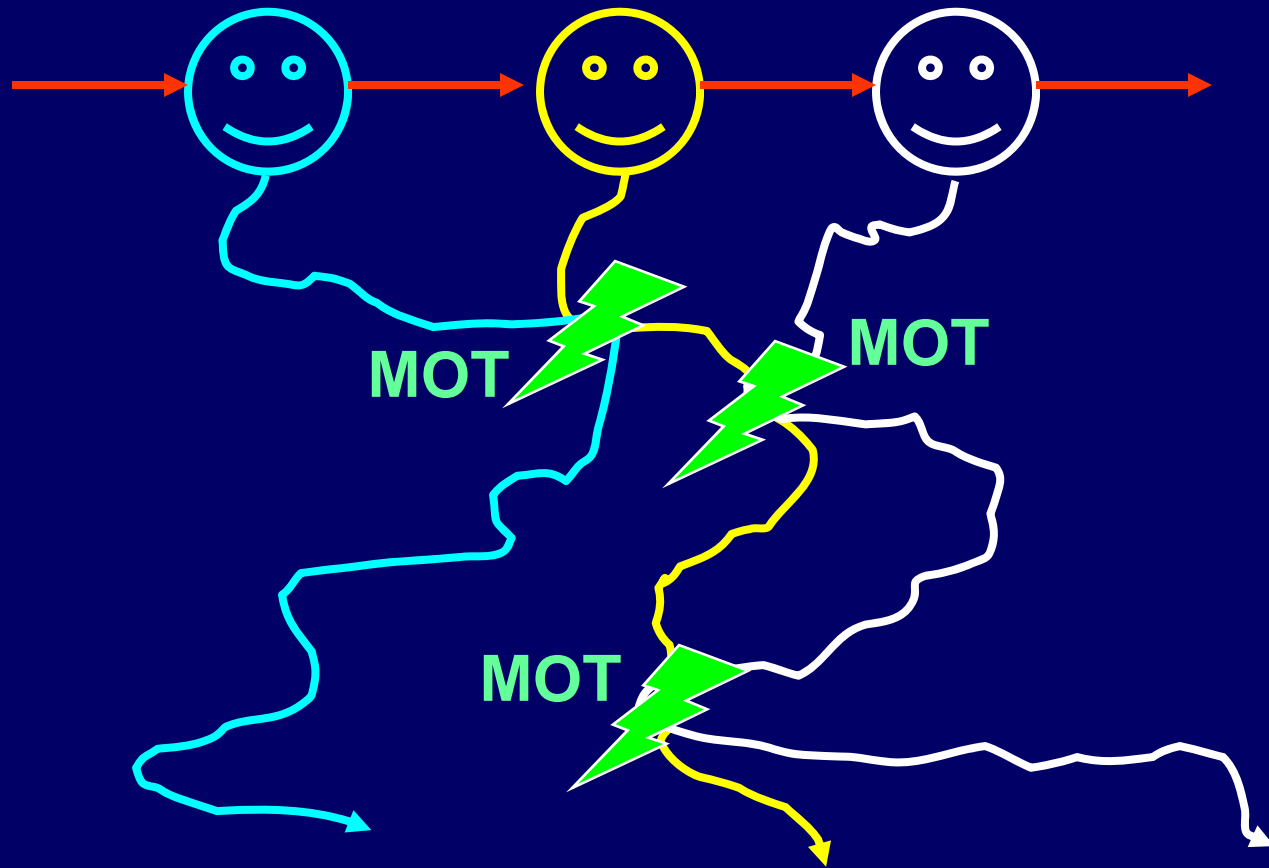


Moments of Truth

Opportunity Points



Moments of Truth



**Limit the number
of focus areas/points
where you intend
to make a difference**



Looking at Recovery

1. Strategy
2. Standards
3. Measures
4. Feedback

(Tool #3)



The Critical Few

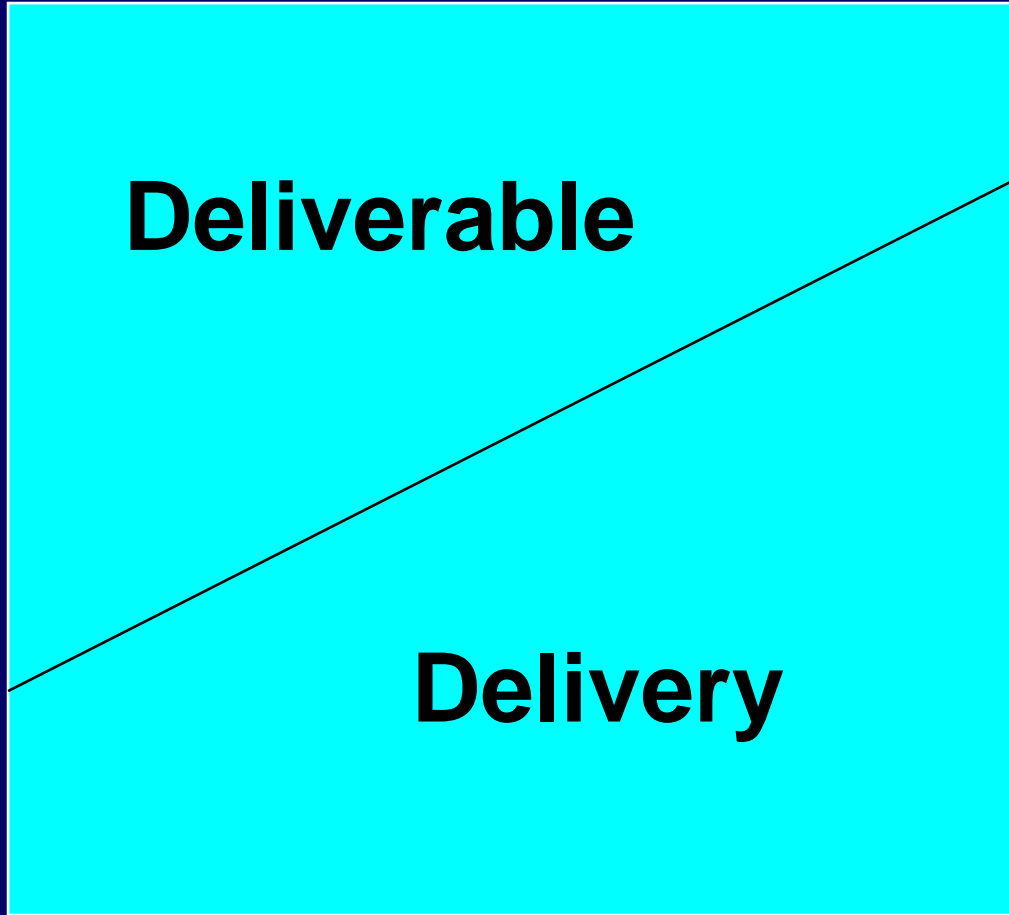


CRITICAL

GOOD

OKAY

MEMORABILITY



Deliverable

Delivery

LIFE CYCLE

Nothing Happens Until ...

- 1 Clear Objectives
- 2 Intense Concentration
- 3 Lack of Interruption
- 4 Clear/Fast Feedback
- 5 Sense of Challenge
- 6 Bare Adequacy

(Tool #4)



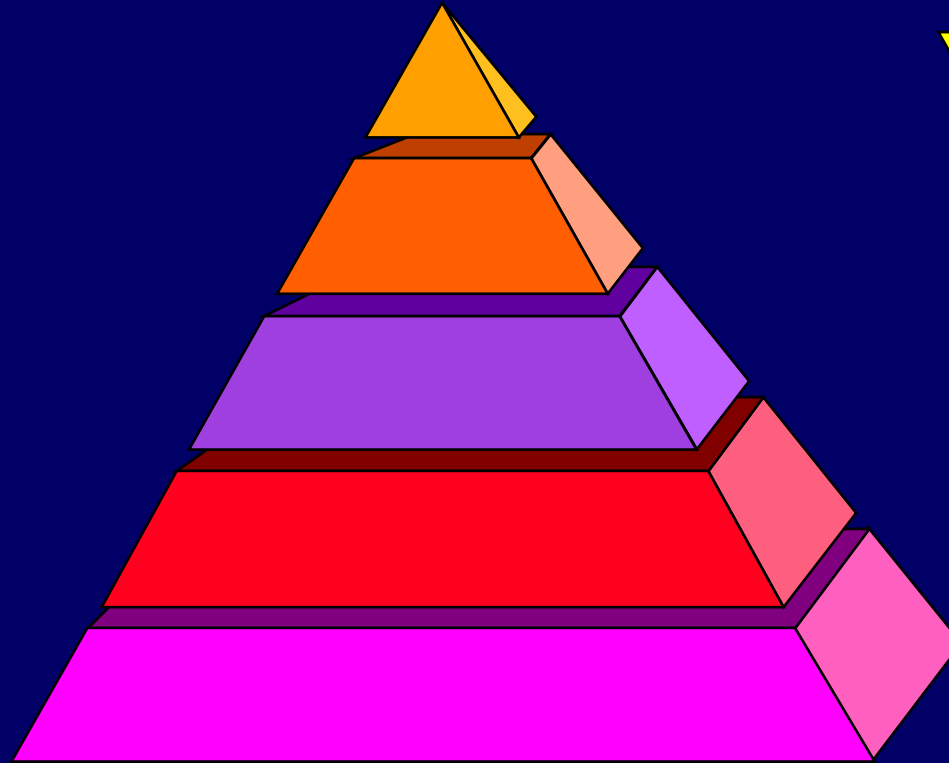
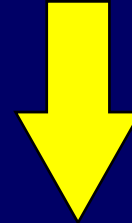
What People Want on the Job

Employee
Ranking

Supervisor
Ranking

| | | |
|----|---|----|
| 5 | Fair wages | 1 |
| 3 | <u>+7 Feeling of involvement</u> | 10 |
| 2 | <u>+6 Full appreciation for work done</u> | 8 |
| 7 | Good working conditions | 4 |
| 9 | Help with personal problems | 9 |
| 1 | <u>+4 Interesting work</u> | 5 |
| 4 | Job security | 2 |
| 8 | Loyalty to employees | 7 |
| 6 | Promotion and growth | 3 |
| 10 | Tactful discipline | 6 |

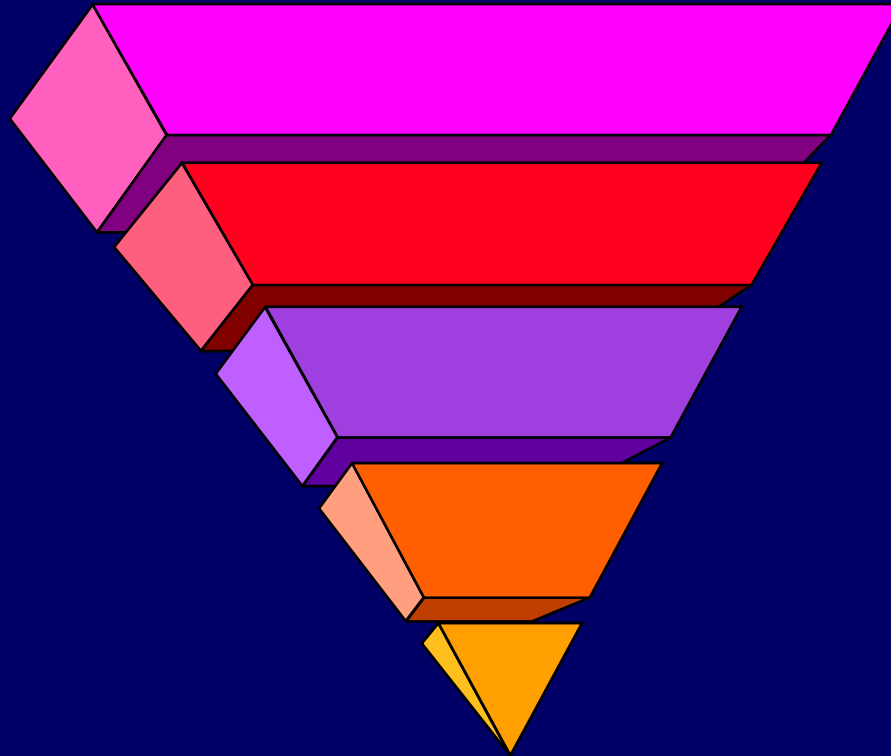
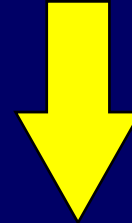
Responsible



Responsive



Responsible



Responsive



Commitment/Passion

- High () (24)
- Sufficient~ () (51)
- Not () (25)

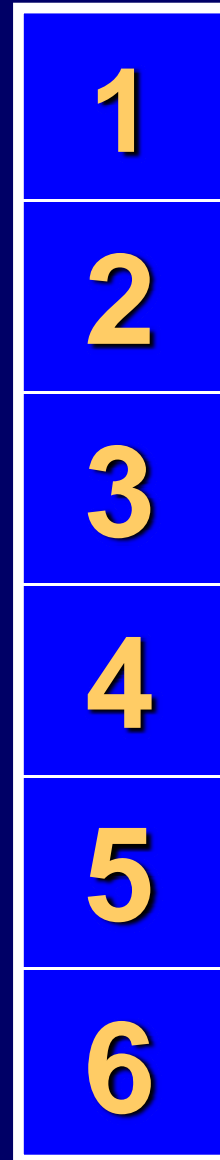
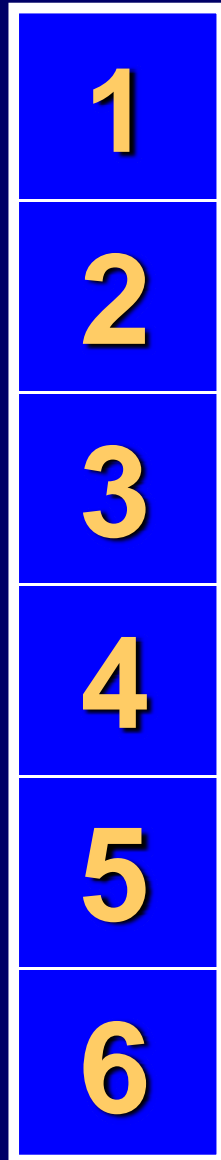
Good Morning America, ABC "Slackers" Study, reported 10/6/2006



Mission

Spirit

PRODUCTION
OUTPUTS
REACTION



COMMITMENT
ENGAGEMENT
ATTITUDE

Memorably Convincing?

- *Advertised Values*
- *Statistics*
- *Story*
- *Story + Statistics*

“Marketplace, what do
you want from your
suppliers?”

Len Berry, Texas A&M



“We want suppliers
who meet our needs.”

Multiple Market Populations



Assurance (Trust + Confidence)



Empathy

(Caring + Attention)



Reliability

(Dependability + Accuracy)



Responsiveness

(Promptness + Willingness)

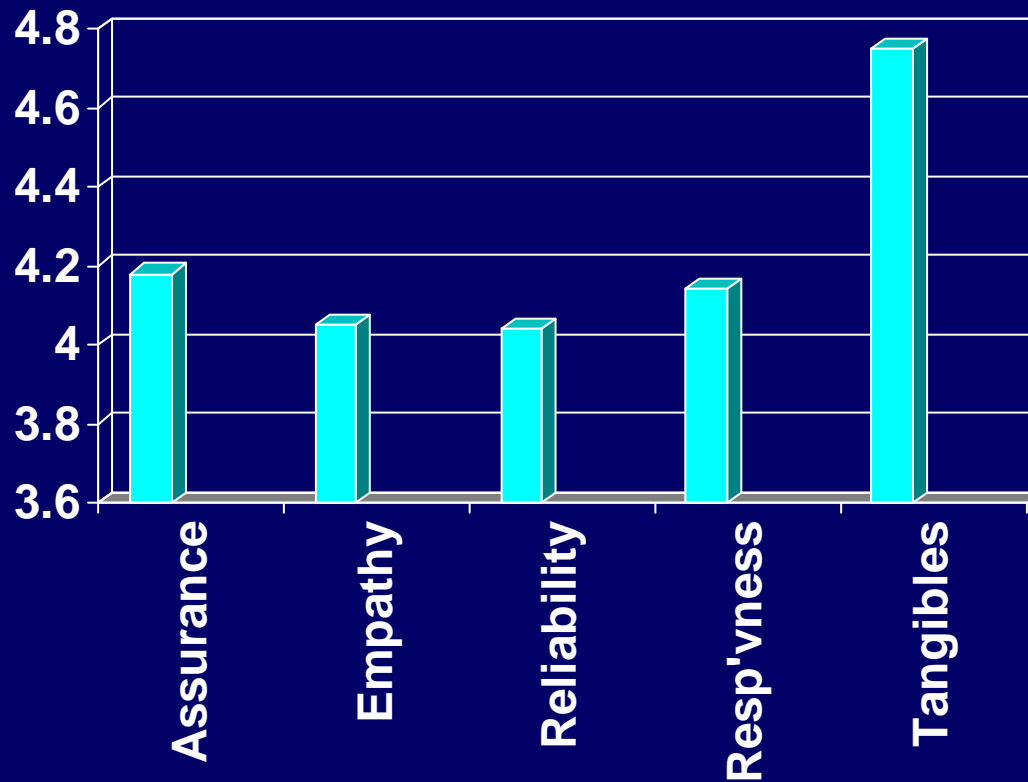


Tangibles

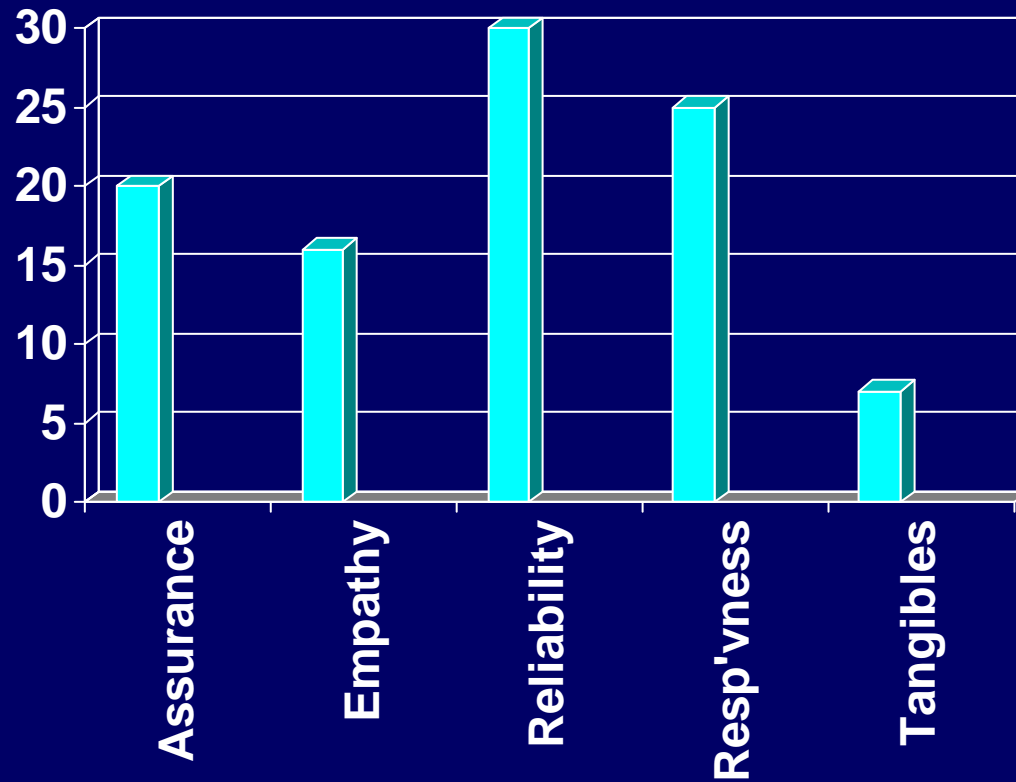
(Stuff + Appearance)



What Organizations Think Customers Want



What Customers Want

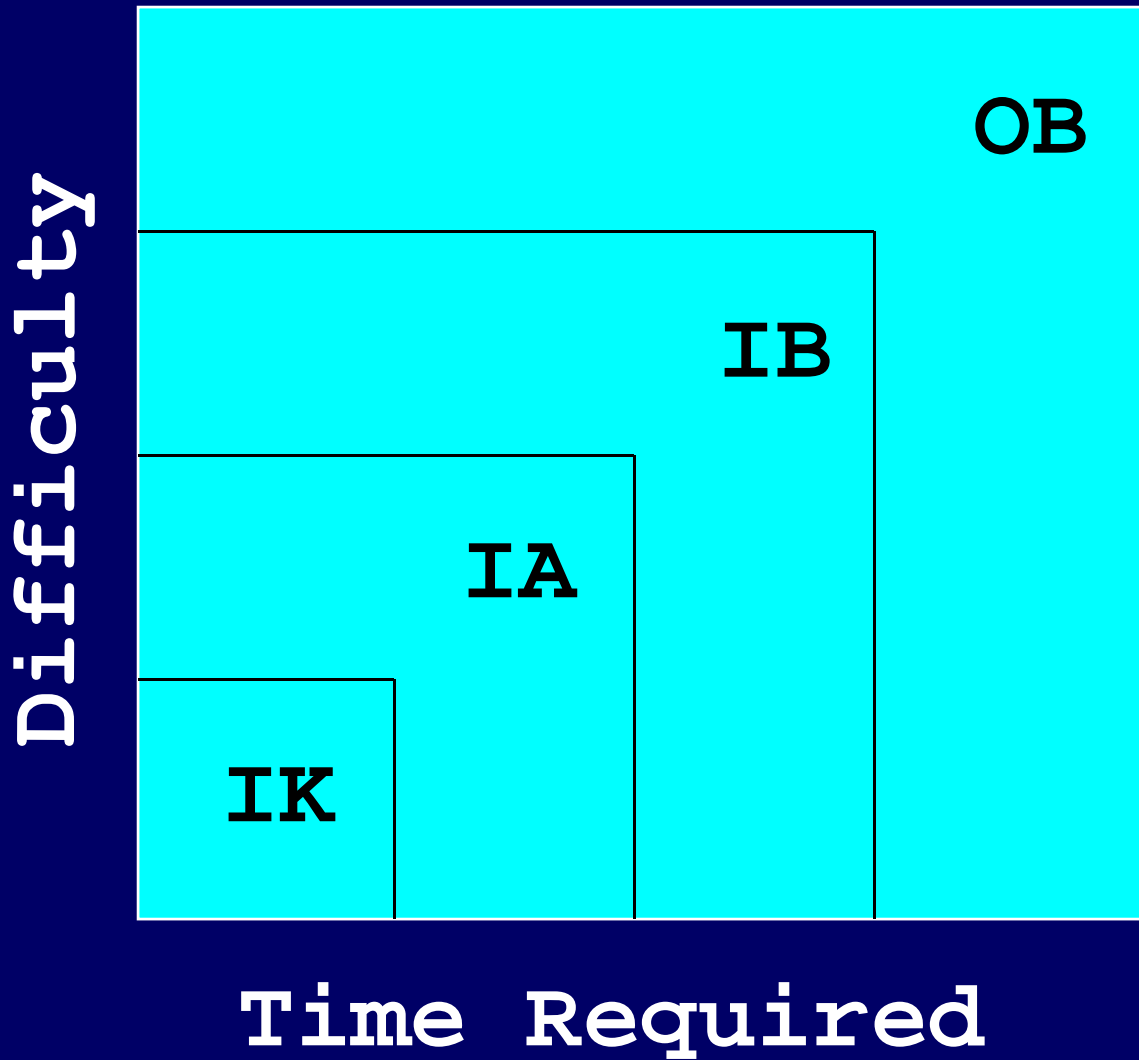


Ideas vs. Implementation

| | | |
|-----------------------|---|--|
| Implementation | Bad Idea Good Impl 10% | Good Idea Good Impl 10% |
| | Bad Idea Bad Impl 10% | Good Idea Bad Impl 70% |
| | Worth of Idea | |

Knowing-to-Doing Gap

1. Don't know how/what to do
2. Think it may not work
3. Like the way it is now
4. Don't think it's critical
5. Don't realize they're not doing it
6. Don't see rewards
7. See obstacles in the way
8. Feel overloaded



Perils of Progress

Reaction

1. Angst
2. Overload
3. Regression
4. Individuality
5. Isolation
6. Forfeit

Strategy

- Anticipate
- Prioritize
- Reinforce
- Adapt
- Collaborate
 - a. Mourn
 - b. Get over it

Action Tools

1. Four P's
2. Business Proposition
3. Recovery Accountability
4. Nothing Happens
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