

Service Strategy

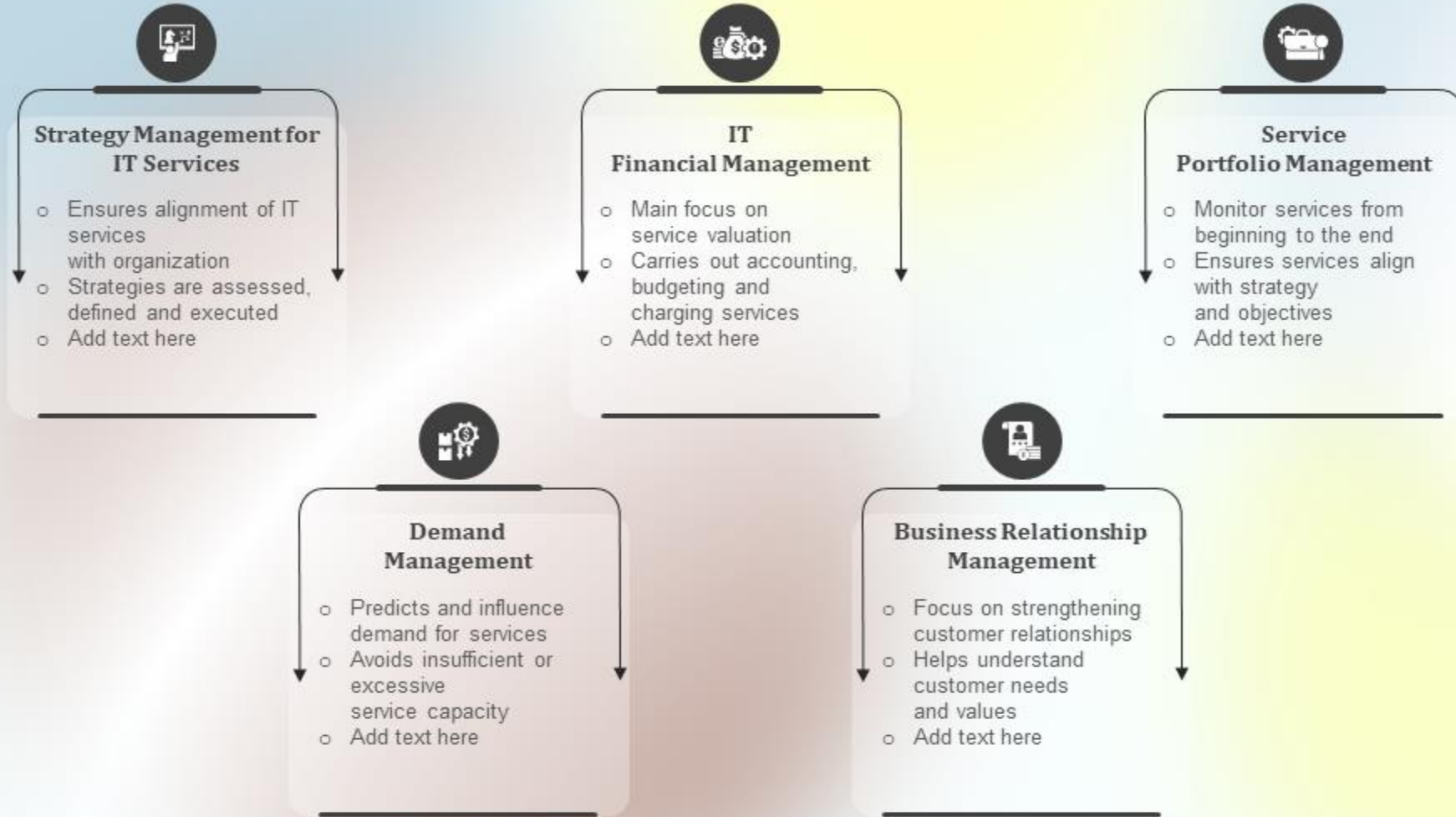
Collection of 10 + PowerPoint Templates



[Click Here to Download the Editable Version](#)

ITIL service strategy lifecycle process

The following slide enlists processes under IT service strategy lifecycle stage for continuous improvements. This covers five major processes – strategy management, financial management, service portfolio management, demand management and business relationship management.



This slide is 100% editable. Adapt it to your need and capture your audience's attention.

[Click Here to Download the Editable Version](#)

Key marketing strategies for service companies

This slide outlines fundamental marketing strategies for service companies to help them surge ahead in competition. This covers five major strategies – market research, high performance website, search engine optimization, niche strategy and advertising.



01

Market Research

- Provides insights on business performance
- Helps understand consumer better
- Add text here

- Provides online presence and projects service expertise
- Ensure easy navigation to boost customer engagement
- Add text here

High Performance Website

02

03

Search Engine Optimization

- Makes website effective for driving traffic
- Operates through keyword search and backlinks
- Add text here

- Operates through specialization
- Helps acquire a sector to gain market position
- Add text here
- Add text here

Niche Strategy

04

05

Advertising

- Increase visibility and expertise using content download
- Platforms to use –
 - Google AdWords
 - Website publications
- Add text here

This slide is 100% editable. Adapt it to your need and capture your audience's attention.

[Click Here to Download the Editable Version](#)

Steps to build consumer service strategy

The following slide outline steps to develop consumer service strategy. This covers eight major steps— consumer happiness, identify consumer touchpoints, define goals, identify KPIs, build customer service team and toolkit, delegation of power and a consistent feedback loop.



1. Goal is Consumer Happiness

- Make support teams effective at work
- Eliminate organizational gaps
- Add text here



2. Identify Customer Touchpoints

- Analyse consumer interactions based on communication channels, engagement
- Helps improve customer experiences
- Add text here



3. Define Set Goals

- Ensure goals are challenging, specific and attainable
- Goals should correlate with business objectives
- Add text here



4. Identify Customer Service KPIs

- Identify and track customer service using KPIs
- KPIs used – CSAT, NPS, customer retention rate
- Add text here



5. Build a Driven Customer Service Team

- Identify individuals who are goal driven
- Traits to observe – internal motivation, self awareness
- Add text here



8. Create a Consistent Feedback Loop

- Consider consumer feedback and customer service reps input
- Tools to use – surveys, polls, focus groups, direct conversations
- Add text here



7. Delegate Power to Customer Service Representatives

- Delegate decision making for high productivity
- Helps save time of senior staff
- Add text here



6. Build a Powerful Customer Service Toolkit

- Achieve efficiency in demanding omnichannel environment
- Channels to use - phone support, live chat, email
- Add text here

This slide is 100% editable. Adapt it to your need and capture your audience's attention.

[Click Here to Download the Editable Version](#)

Service marketing strategies for business organizations

The following slide describes various service marketing strategies for businesses to achieve consumer satisfaction. This covers service profit chain, managing service differentiation, managing service quality and managing service productivity.

Service Profit Chain

- Framework of linking people for enhancing corporate performance
- Helps engage employees for better consumer satisfaction
- Add text here



Managing Service Productivity

- Considers effective transformation of input to customer values
- Helps deploy more service with same amount of work
- Add text here



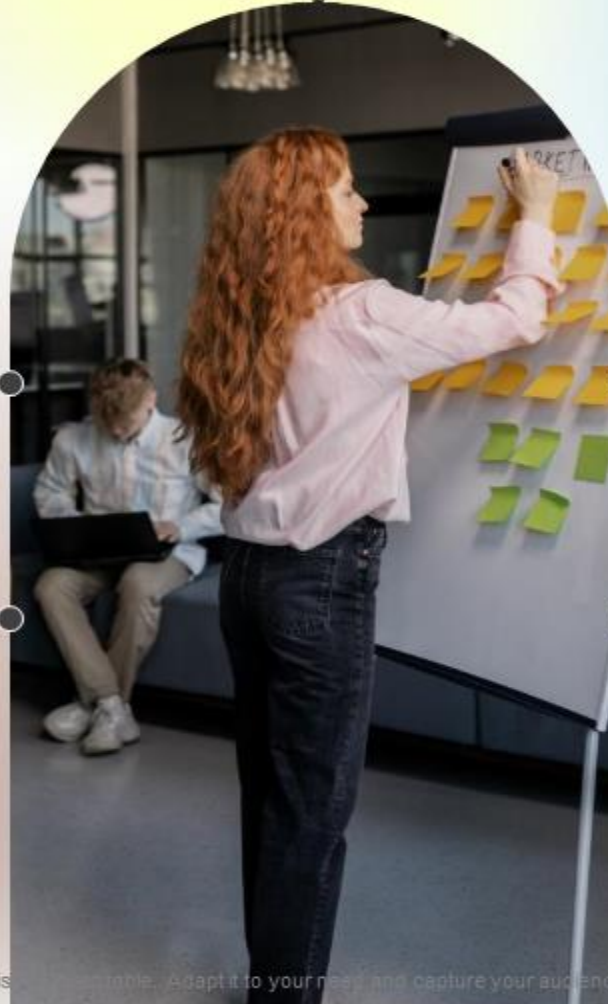
Managing Service Differentiation

- Considers adding valued services and quality improvements
- Factors to consider – easy ordering, quick delivery, consumer training and consulting
- Add text here



Managing Service Quality

- Compares consumer expectations with service performance
- Helps in quick problem identification
- Add text here

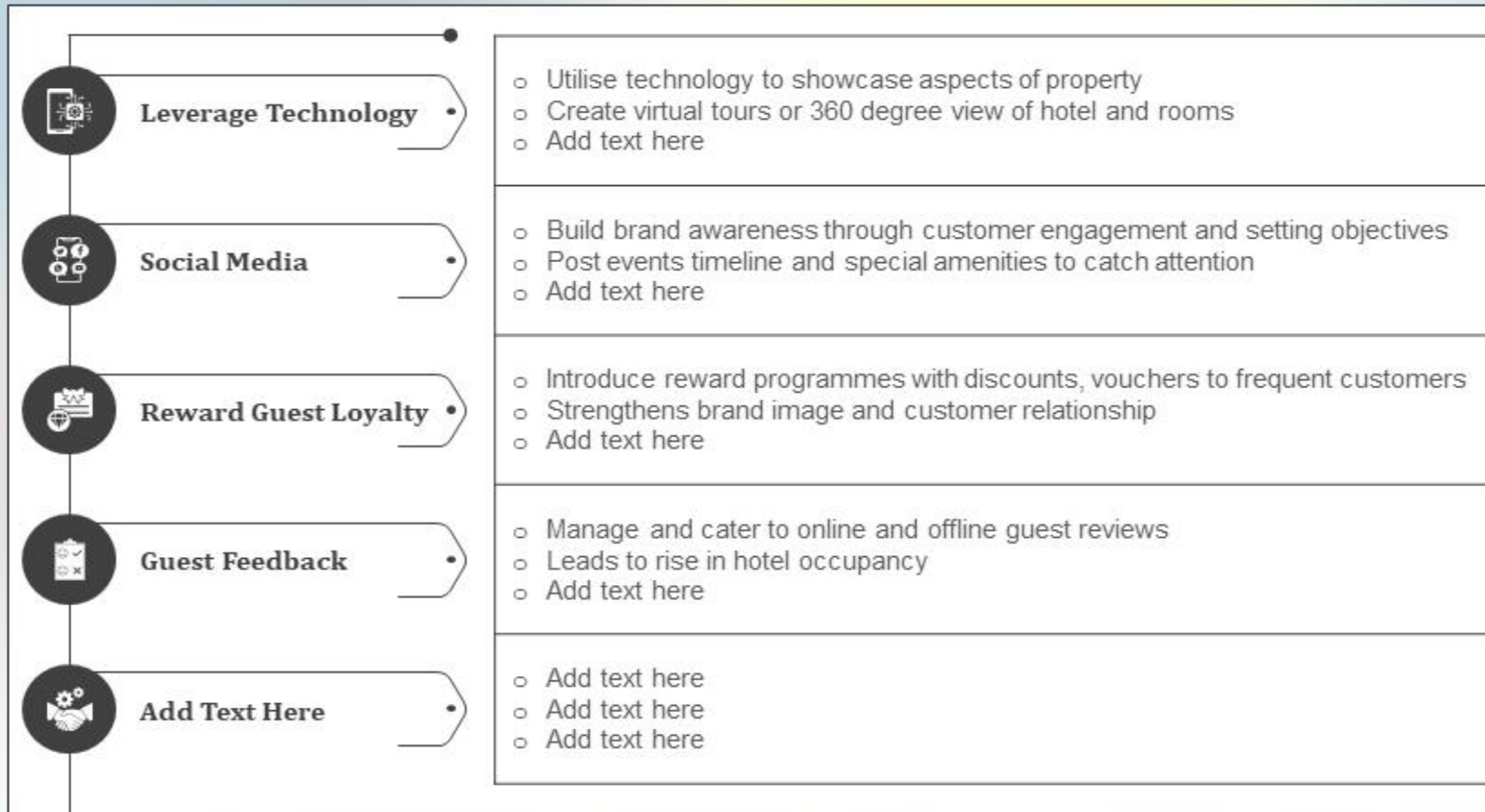


This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

[Click Here to Download the Editable Version](#)

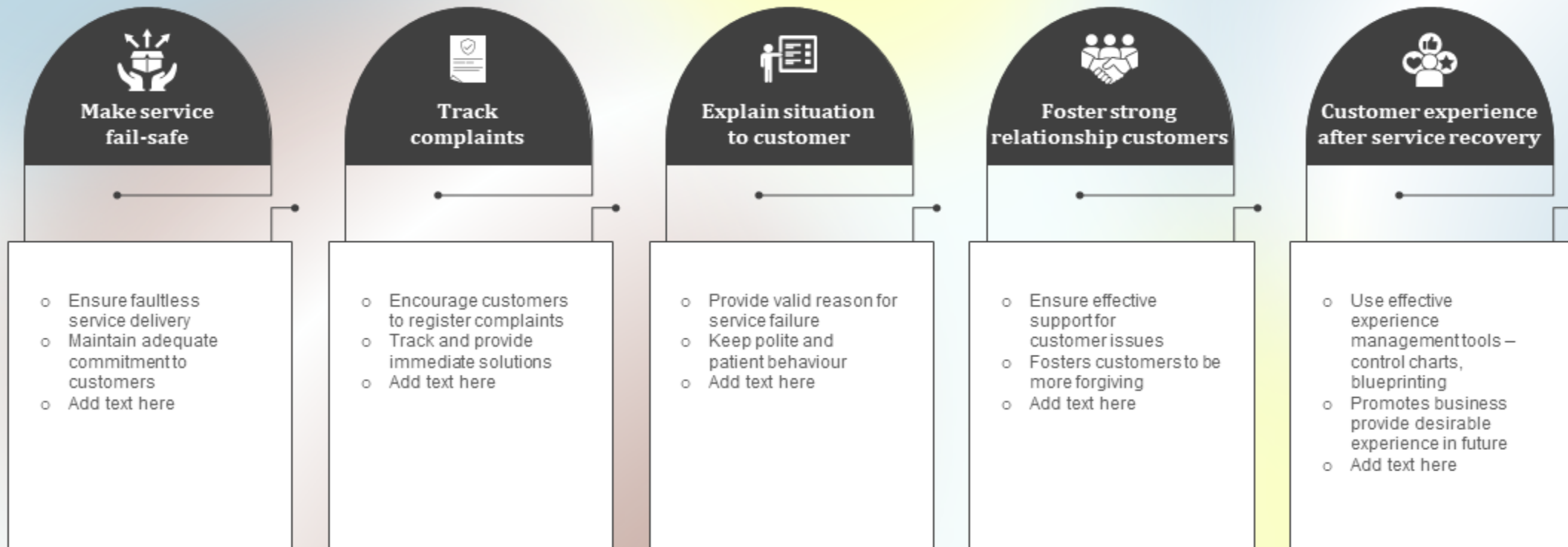
Service marketing strategies for hospitality business

This slide outlines service marketing strategies for hotel businesses to increase traffic and conversion on bookings. This covers the following major strategies - leveraging technology, social media, rewarding guest loyalty and guest feedback.



Effective customer service recovery strategies

The following slide outlines customer service recovery strategies to effectively retain loyal customers. It covers the following strategies – make service fail-safe, track complaints, explain situations, strong customer relationship and note customer experience after recovery.



This slide is 100% editable. Adapt it to your need and capture your audience's attention.

[Click Here to Download the Editable Version](#)