

Never Underestimate - 3

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The Power of Service

Today's marketing is not just about the product - but about the service offering you build around it. And this goes not just for physical 'products' but even for services that are being marketed. What is the coating you can build around the core product or service offering?

A bank sells a Used Car Loan - can they also pack in the transfer of ownership paperwork and formalities at the RTO? So the customer walks in for a loan - and walks out with his car, all paperwork done, without having to move a finger. Except for the signatures that is!

An airline gets a booking for a senior citizen travelling long haul. Can they proactively offer wheelchair service at transit and allot a seat with more leg room?

A food products manufacturer offers a range of mouth-watering recipes where their ingredients can be used. Two birds with one stone!

Who is willing to travel the extra mile to elicit the customer 'Wow'? No prizes for guessing where customer loyalty will lie.