

# Value Proposition Development

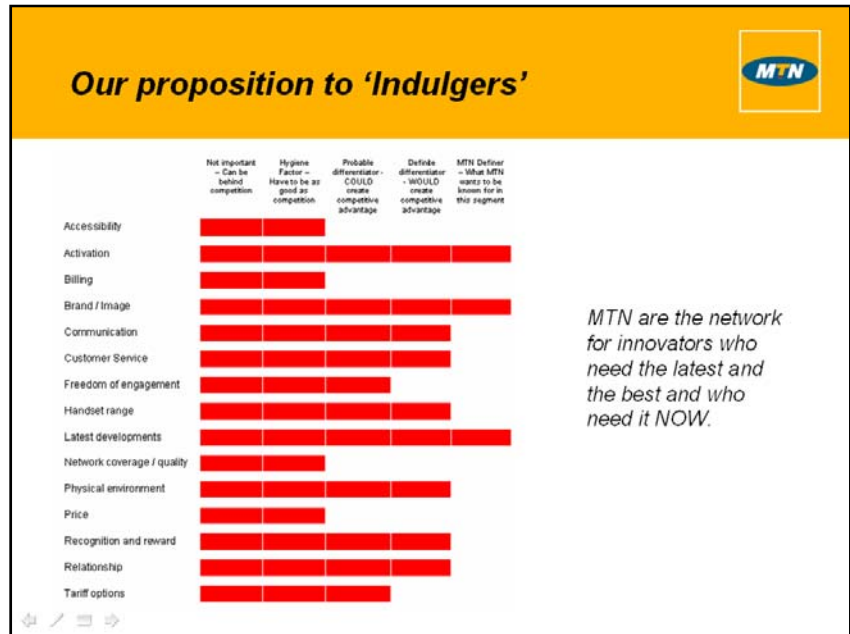
## Crystallizing and clarifying the value you deliver to customers

The lack of a clear value proposition is the root cause of many of the Customer Management and Marketing problems in large numbers of organisations: low customer satisfaction; high cost-to-serve; lack of competitive differentiation.

Defining the value proposition (or propositions) is a key part of the Customer Framework's offering in defining the future state. The resulting definition will work at a number of levels from a first level down from the organisation's mission or vision to a detailed set of customer standards, often in the form of a Customer Charter.

Always based on an understanding of customer needs, the approach either uses the organisation's existing needs research or puts in place quick, small-scale research that provides at least enough input to develop an initial proposition, where one did not previously exist.

A clear focus is also provided on the creation of material that helps the communication of the proposition, both internally to staff and externally to customers and the market in general.



- ### Customer Charter
- Our showrooms will be open for the same hours as the main shopping centres.
  - We will always be available to deal with your questions in our showrooms but are very happy for you to browse alone.
  - We will answer your phone calls to our Contact Centre quickly and will get back to you within x minutes if we can't answer your call.
  - We will reply to your emails and enquiries on our website within x hours of you sending them.
  - When you order your car we will agree a collection date with you. If we cannot have the car ready on that date then we will deliver it to your home or office
  - We will remind you when we think your car is due for service by your choice of SMS, Email or Phone.
  - When you want your car serviced we will always give you an appointment within 2 days and will do our best to offer next day appointments if the service is overdue.
  - If you bring your car for service at the agreed appointment time we will attend to you within x minutes and have you free to leave within y minutes.
  - We will provide you with taxi vouchers to get you back to the city centre
  - We will agree a collection time with you and will notify you by SMS, Email or Phone if the car is ready earlier than this
  - We will provide Internet Access and Wireless Networks in the waiting areas of each service facility.
  - If there is any delay in your car being ready after service work we will contact you to advise you at least x hours before the agreed collection time
  - If we have to delay the collection time by more than one hour then a sliding scale of discount will apply based on the length of the delay
  - We will have your car at the collection area within x minutes of your account being settled or you will receive a discount voucher for your next service visit
  - If you are not satisfied with any aspect of the way we deal with you then we welcome your complaint by SMS, Email, Phone or Website and will get back to you with at least an initial response within x days
  - Once you have bought three cars from us and had them regularly serviced in our workshops we will provide you with a discount structure that is not available to other customers.

The Customer Framework™ is a portfolio of Tools, Replicable Methodologies and Unique Intellectual Property deployed by a network of Expert Practitioners who support large organisations in delivering their Customer Management activity effectively and efficiently.

It is based on an ethos of robust but lean solutions to client challenges backed up by thought leadership, constant innovation and validated best practice from across the globe. Every tool and methodology has been used multiple times in blue-chip clients. They integrate around a widely accepted model of customer management and a flexible deployment process.