

CHAPTER TWO:  
KEY QUESTIONS TO CONSIDER

- ▶ What is the core Benefit that you provide for your customers?
- ▶ What enhanced Benefits do you provide for your customers?
- ▶ What enhanced Benefits could you provide for your customers?
- ▶ What does your Service enabling Experience involve?
- ▶ What Service enhancing Experiences do you offer?
- ▶ What Service enhancing Experiences could you offer?
- ▶ What is the pre-service Experience of your customers?
- ▶ Does this apply to all customers or clearly identifiable groups?
- ▶ Can you improve this pre-service Experience?
- ▶ What is the post-service Experience of your customers?
- ▶ Does this apply to all customers or clearly identifiable groups?
- ▶ Can you improve this post-service Experience?
- ▶ What Price do you charge for your service?
- ▶ What enabling costs do your customers experience?
- ▶ Does this apply to all customers or clearly identifiable groups?
- ▶ What time opportunity costs are experienced by your customers?
- ▶ Does this apply to all customers or clearly identifiable groups?
- ▶ What inconvenience factors might your customers experience?
- ▶ Does this apply to all customers or clearly identifiable groups?

- ▶ What psychological costs might your customers experience using your service?
- ▶ Does this apply to all customers or clearly identifiable groups?
- ▶ What switching costs might your customers experience in moving to use your services?
- ▶ Does this apply to all customers or clearly identifiable groups?
- ▶ How does the Total Cost to Customer compare to the levels of Benefit and the Service Experience received by your customers?
- ▶ Is this good value?

