

CHAPTER THREE:
KEY QUESTIONS TO CONSIDER

- ▶ How **Variable** is your organisation's:
 - Service Benefit?
 - Service Experience?
 - Total Cost to Customer?
- ▶ How **Involved** are your organisation's customers in creating:
 - Service Benefit?
 - Service Experience?
 - Total Cost to Customer?
- ▶ How **Tangible** are your organisation's:
 - Service Benefit?
 - Service Experience?
 - Total Cost to Customer?
- ▶ When does your Customer Attain the Service Benefit?
- ▶ When does your Customer Attain the Service Experience?
- ▶ When does your Customer Attain its Total Cost to Customer?
- ▶ How **Lasting** are your organisation's:
 - Service Benefit?
 - Service Experience?
 - Total Cost to Customer?