



What do Customers Really Want?

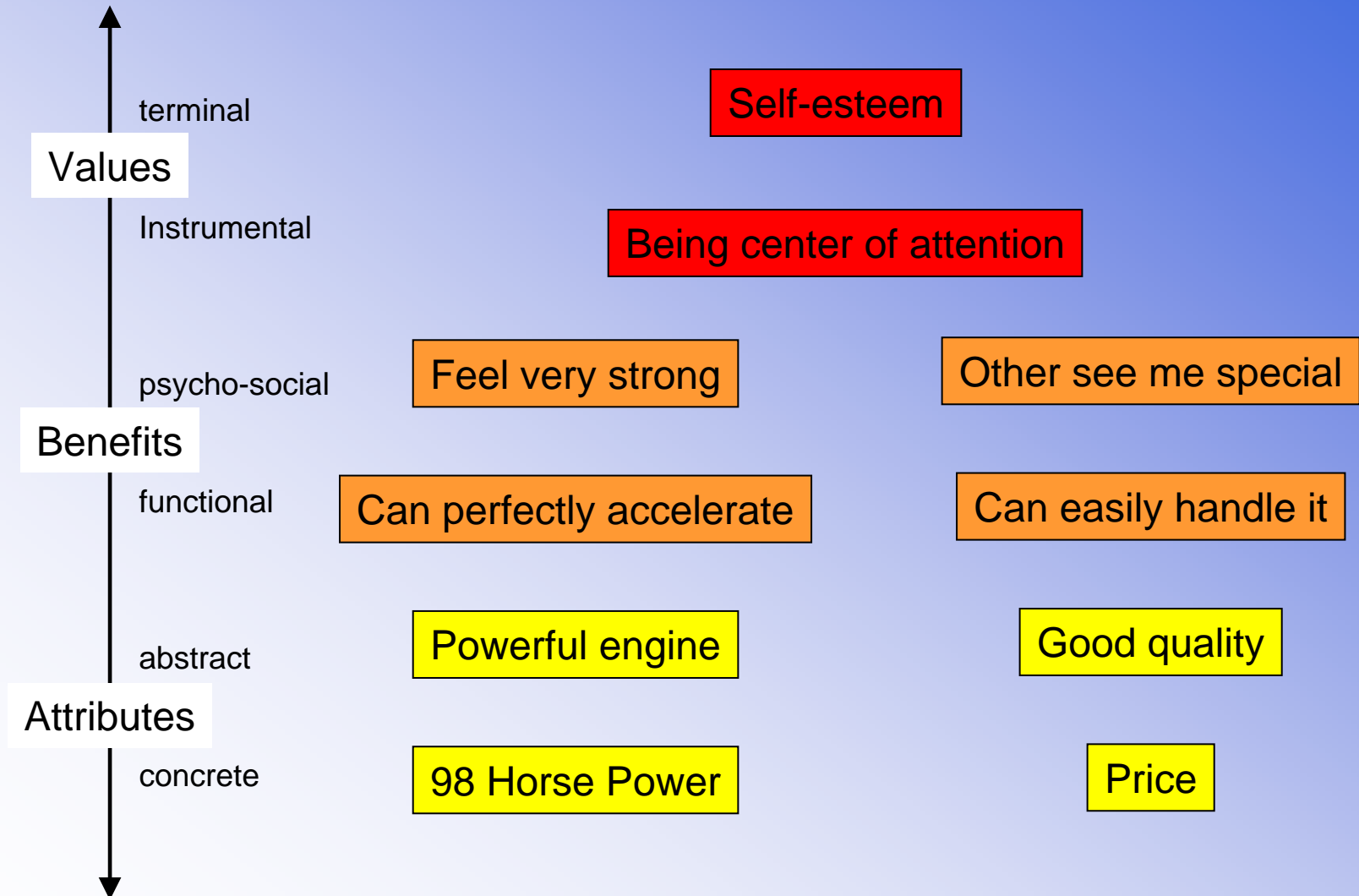
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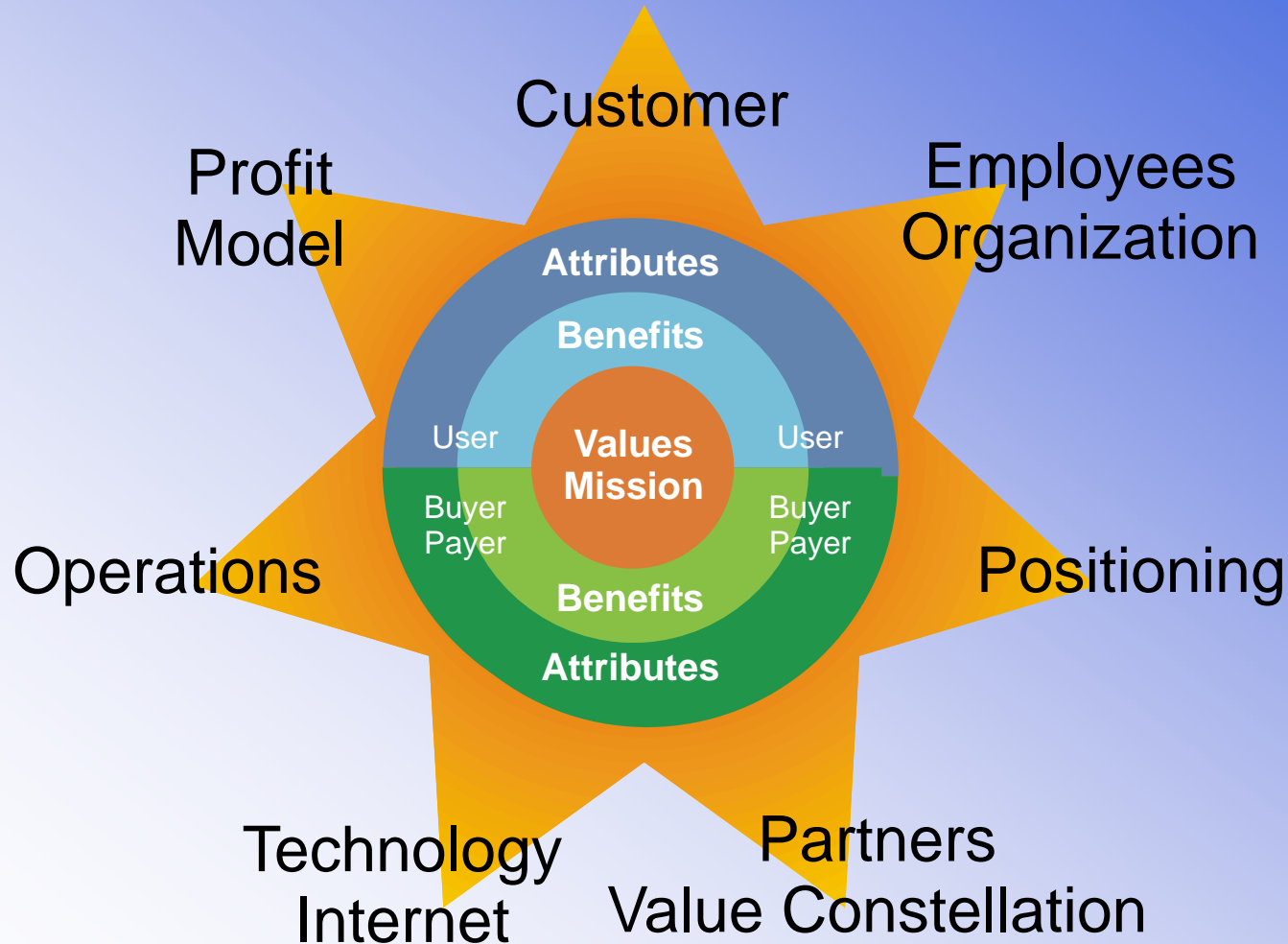
- What are the attributes Zoots is focusing on?
- What are the customers' benefits?
- What values do customer express in the video?

Means-End Chains: Sense-Making

Laddering: Start with attributes and keep asking „why does this matter to you?“



Service star





Application of the service star: Company level, division level, branch level

- Link customer insights with your service model
- Analyze your current service model
- Analyze your competitor's service model
- Benchmark your service model
- Design your ideal service model
- Communicate your service model
- Measure your service excellence