What do Customers Really Want?

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Video Zoots

- What are the attributes Zoots is focusing on?
- What are the customers’ benefits?
- What values do customers express in the video?
Means-End Chains: Sense-Making
Laddering: Start with attributes and keep asking „why does this matter to you?“

Attributes
- concrete
  - 98 Horse Power

Benefits
- functional
  - Can perfectly accelerate
- abstract
  - Powerful engine
- psycho-social
  - Feel very strong
- instrumental
  - Self-esteem
- terminal
  - Being center of attention
  - Other see me special
  - Can easily handle it
  - Good quality
  - Price

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Botschen et al. (1999) EJM
Service star

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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

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