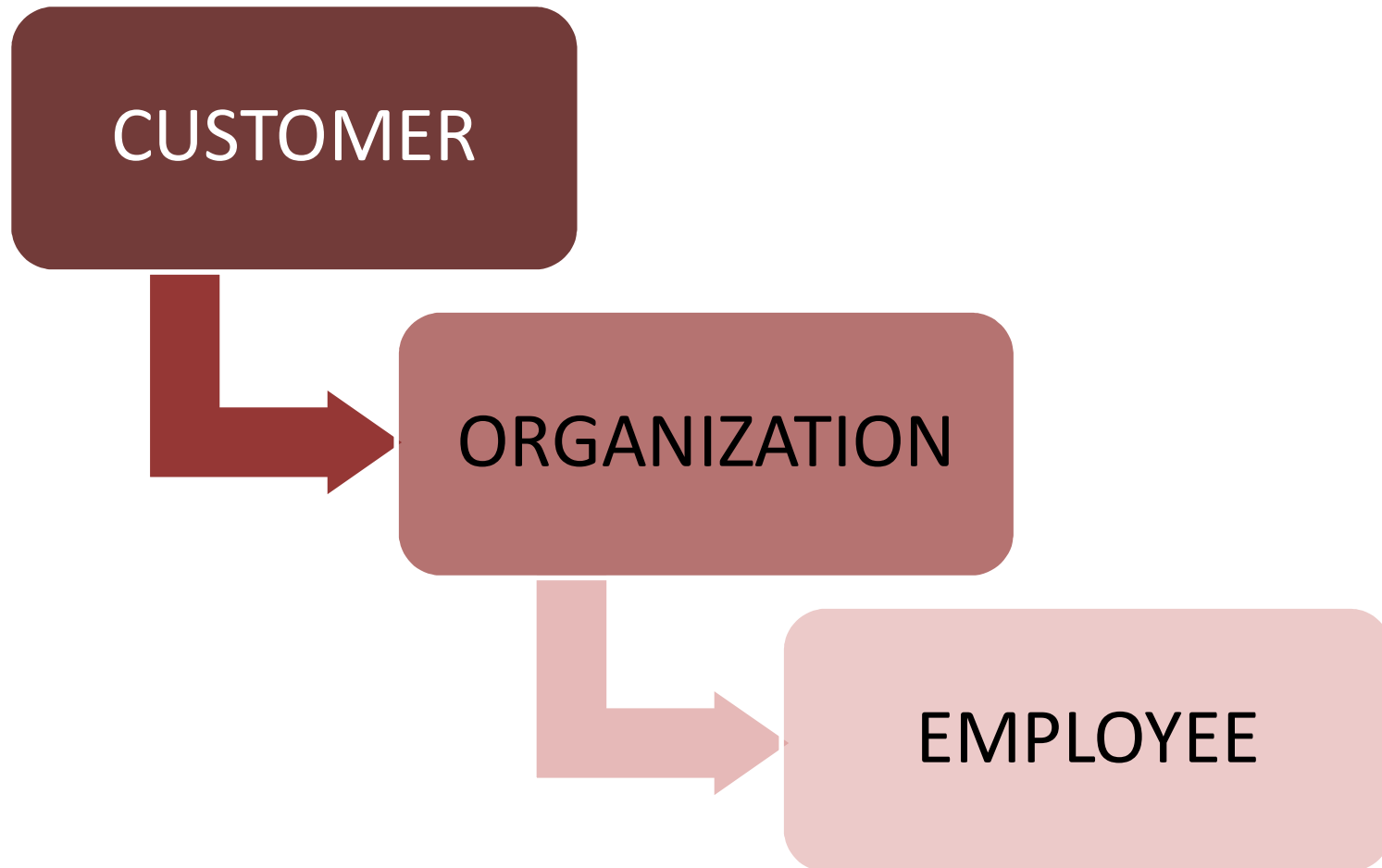




YATIN SAMANT

SERVICE ETHOS
Mind Transformation

Hierarchy of Priorities



Service Ethos



- Custodian of customer's interest
 - Customer representative in our office; we only pay salary
 - Complete Ownership – Mother v/s Maid !
- Acid test , to ask question , in whatever we do :
 - Who is at *Focus* : Self , Organisation , Customer , Customer ?
 - Whose interest am I protecting , whose am I compromising?

Service Ethos



- Service is not a Job, it is a Cause
 - Job is what you do to get paid – Like for a Maid
 - Cause is always higher than you – Like for a Mother
 - Service is Care , beyond Labour

- Conviction that customer success is not just a better way but the **ONLY** way to our success

Service Ethos



- Serving is about solving
 - Understanding Customer, Need – gap, Pain points
 - Caring begins with Understanding
- Understanding problem, essential for effective solution
 - Correct diagnosis is critical to effective treatment
- Issue resolution closure , to be certified by customer
 - Confirmation that the problem is resolved is to be given by the Receiver(customer) not the Giver (service provider)

Service Ethos



- Premium on Speed of response, Responsiveness
 - Escalation of issue/ roadblock needs to be done at the earliest
 - No doctor , technology can help after the Patient is DEAD
- Customer is never wrong
 - Customer does not terminate service ; we give him reasons to
 - Doesn't matter if Fruit falls on Knife or the other way
- Clarity of purpose
 - We have a right to choose customer ;
 - Once chosen , Surrender completely to the cause of serving

Service Ethos



- Customer at core
 - Differentiate between customer interest, customer request
 - Saying ‘Yes’ may not necessarily be in customer interest
 - Challenge customer, if that is in customer interest
- Courage of conviction to challenge customer comes from
 - Understanding of the customer
 - Building trust & comfort- foundation of relationship
 - Customer’s conviction that his interest is safe with you

Mind Transformation



- Transformation process
 - Person dependence → System dependence
 - Reactive → Proactive
 - Servant stature → Respectable Business partner
- Above all, transformation of minds – starts with Self

Levels of service



REACTIVE

- Not do , even when asked
- Do promptly (but) when asked

PROACTIVE

- Do , before being asked
- Do even before the thought of asking enters mind

*Value creation happens when you deliver :
Ahead of time or Ahead of asking or Ahead of expectations*