

SERVICE = SUCCESS (Workshop 2) – 2 hours

Review results of “The Challenge”

Identification of different perceptions of service levels; Where are your competitors?

Reaching the “possible”

What steps do you need to take? By when?

What else can you do?

Strategies for adding value

Staying ahead of your competitors

What do you know about them; identifying their strengths/weaknesses; identify their strategies and value adds.