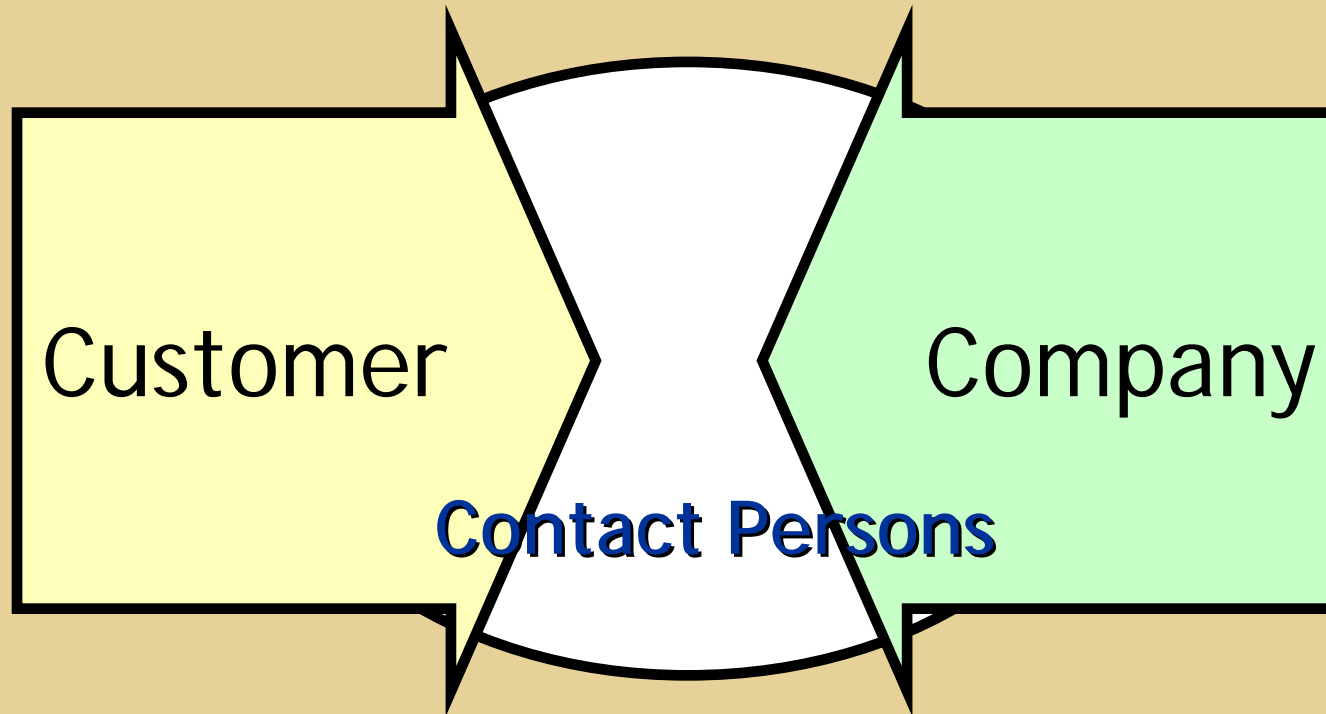


Moment of Truth



Moment of Truth

Knowledge: communicational approach

- words, speech
- appearance
- look
- touching

Doings

- division of labor
- extra selling

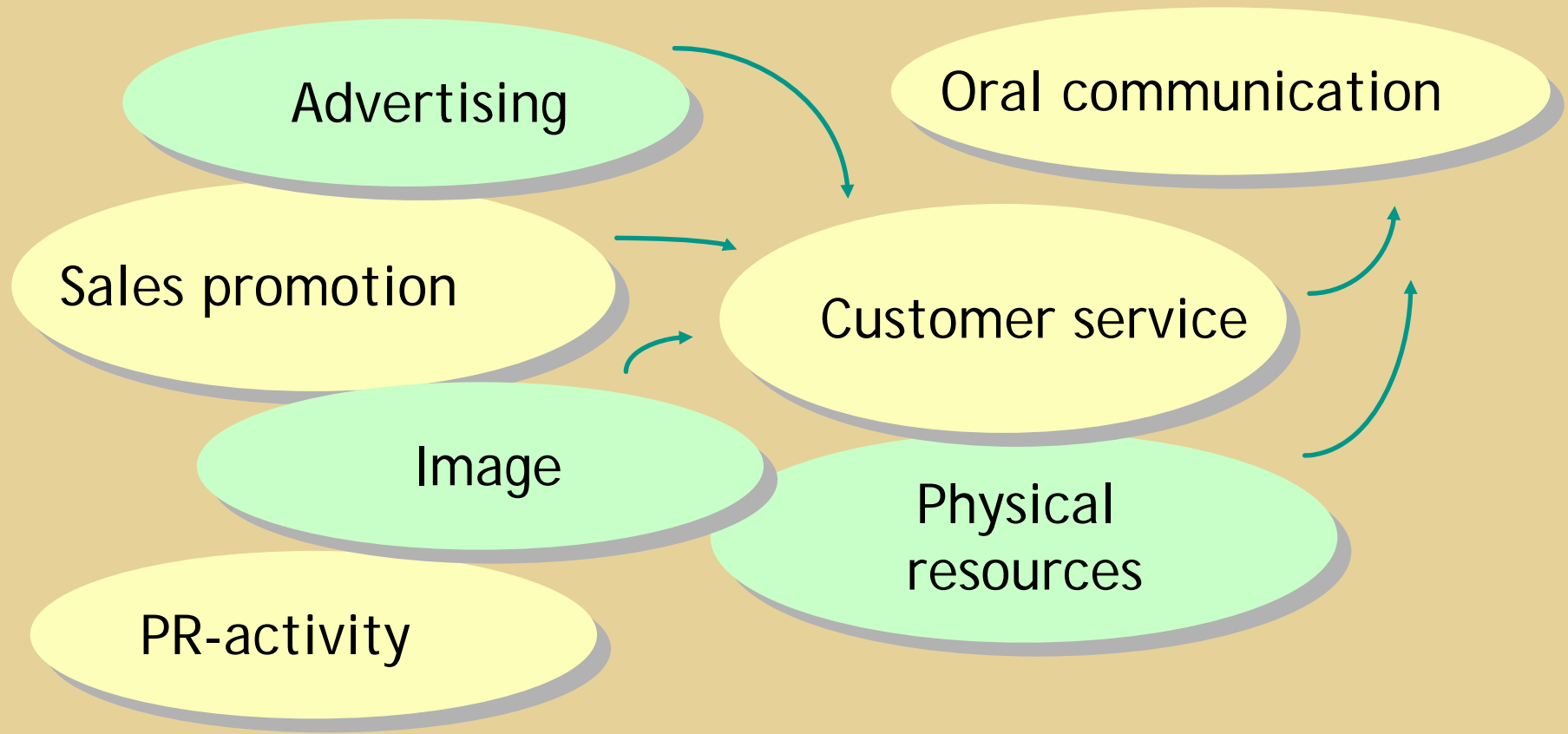
Emotion

- values
- personal “chemistry”

Elements of Marketing

Communication

PHMC GPE LLC



Feedback from Customers

1. Customers give feedback
 - complaints
 - thanks
 - development ideas
 - other "regards"

Feedback from Customers

2. Company asks for feedback quantitatively:

- customer satisfaction researches

qualitatively:

- free comments on paper, interviews

Feedback from Customers

3. Feedback during service situation

Customers are eager to tell about their

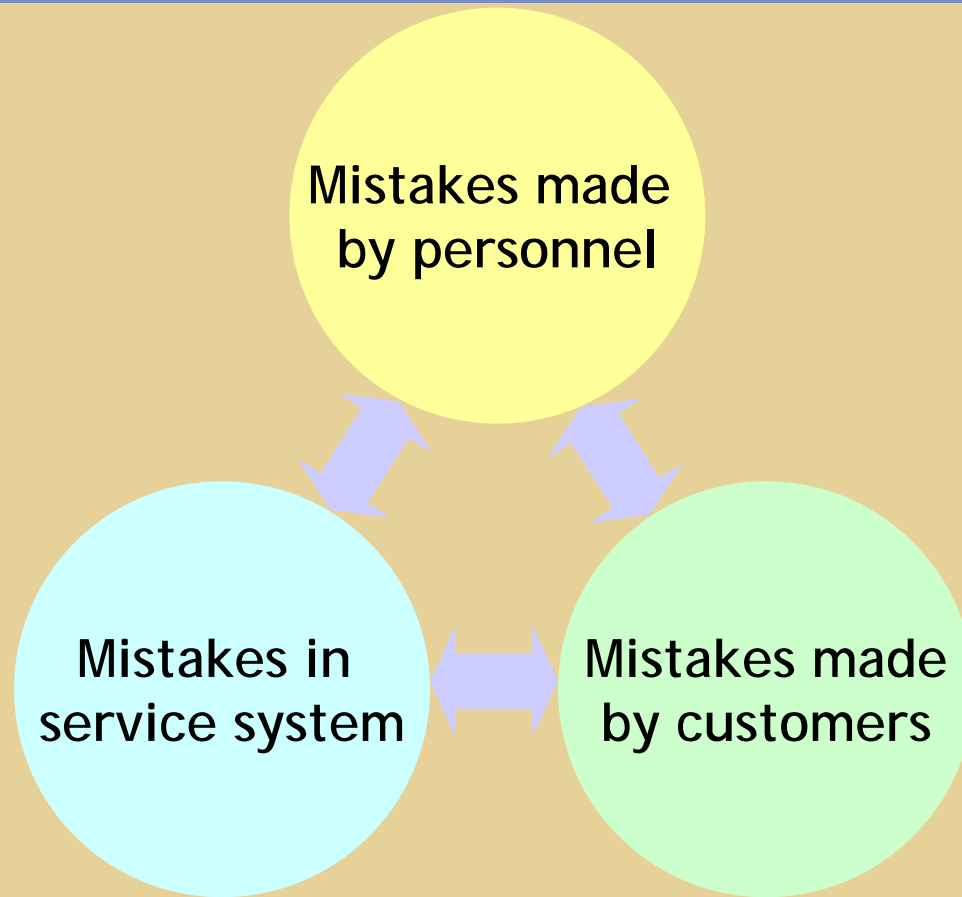
- experiences
- expectations
- wishes
- disappointments

MAKE A GOOD USE OF THE FEEDBACK !

Customer Complaints

- consumer markets
only every 20. unsatisfied customer complains
- business to business markets
only every 5. unsatisfied customer complains

Reasons to Customer Complaints



“ Everybody makes mistakes sometimes!”

How To Handle Complaints

- Receiving complaints
- Correct a mistake
- Compensation to Customer
- Analyzing complaints
- Learning
- Effects on the service process