“Products & Services, Keeping the Scale Balanced”

Supplying a good Product is Supplying a good Service.

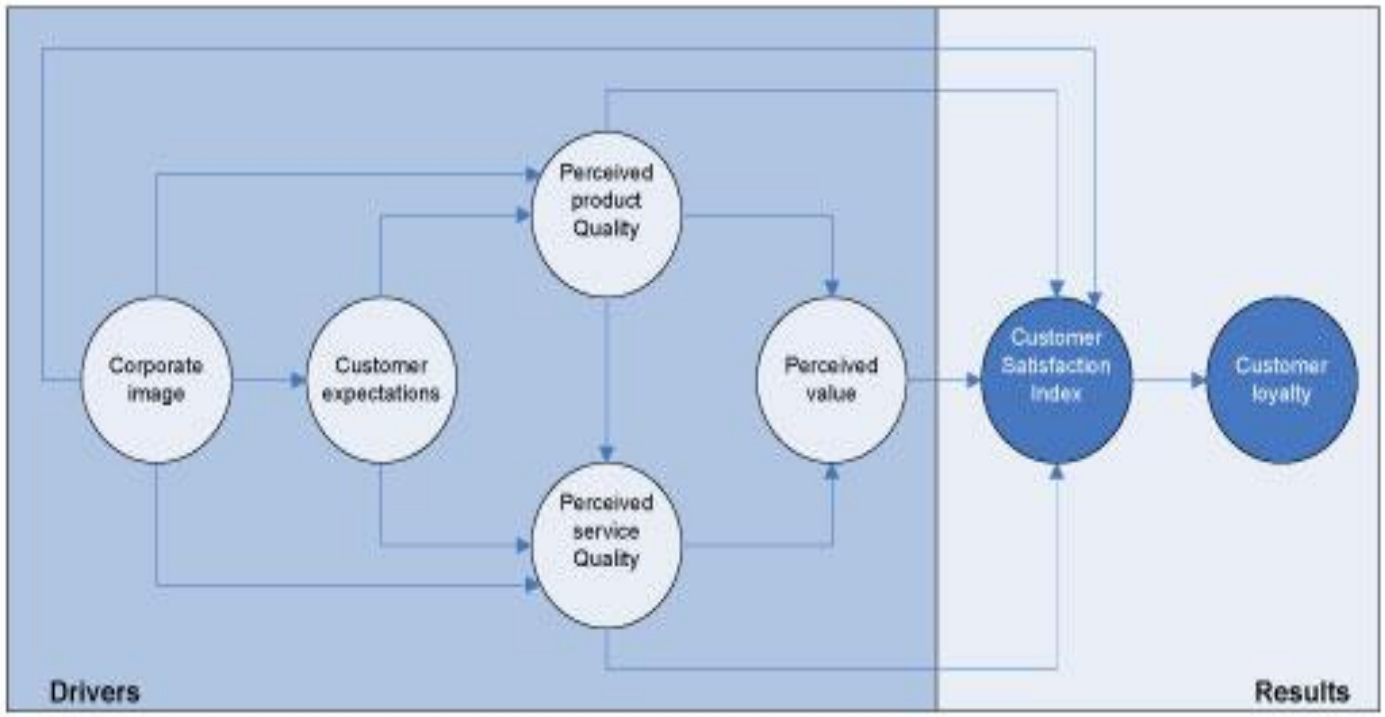
Raj Ramdath

April 10, 2012

Understanding the fundamentals: The Traditional marketing Mix (4 P)

- Products- goods and or services with branding
- Prices
- Placement
- Promotions

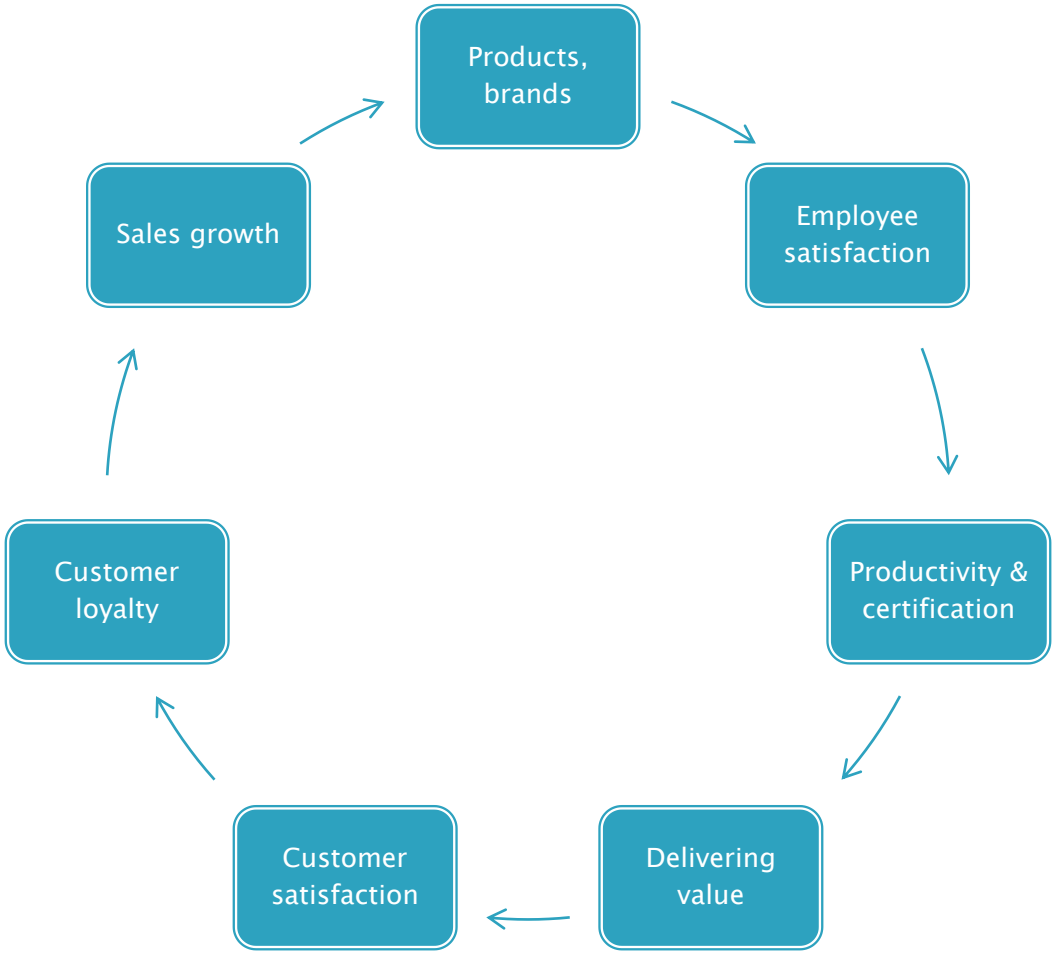
The Inter-relationship of product & services.



What constitutes a good Product?

Product

The Relationship of products and services – The Value Chain



The Customer Satisfaction Index

- Customer satisfaction is addressed as a strategic business development tool.
- Customer satisfaction does have a positive effect on an organization's profitability, satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth.
- Satisfied customers are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience.
- Research has demonstrated that even a difference between a totally satisfied customer and a somewhat satisfied customer could lead to an increased revenue contribution of a factor 2.6.

nitiatives

35 DAYS
THE CLOCK IS TICKING

100 IMPROVEMENTS IN 100 DAYS
Ignite the spark!

Harris Paints Improving In Broad Strokes

The "Caribbean Champions of Colour", Harris Paints, is implementing 100 Improvements in 100 Days, conceptualized by the National Initiative For Service Excellence (NISE), to continually improve on delivering "the beauty of everyday life" to customers and staff alike.

Harris Paints CEO, Ian Kenyon, confirmed that the NISE initiative was "bang on". According to Kenyon, participating in the challenge has jumpstarted, as well as added momentum, to several existing organisational improvements already documented in the ISO 9001 company's business plan, particularly in the areas of customer service, health and safety and environmental responsibility.

The CEO was also heartened by the high level of employee engagement in the challenge. "We've planted the seed of continuous improvement, and NISE's 100 Improvement in 100 Days challenge has helped us to engage employees at every level of the organization, objectives, purpose and goals, and the concept of 'changing people's worlds through changing walls'."

Painting Whole House

Human Resources and Training Manager and Harris Paint's 100 Improvements champion, Kimberly Douglas, confirmed that the challenge would be rolled across the Harris Paints network comprising some 230 employees, working in the company's Barbados and the Eastern Caribbean offices.

She expressed satisfaction that the earliest benefit of this move was to engage the company's regional production managers in face-to-face collaborations on product improvement and efficiency. This team is already working on a new product idea developed by junior employees during the 100 improvements challenge.

Douglas stated that since the start of the 100 day the company's Barbadian employees have generated over 50 improvements and providing photo evidence upon their successful implementation. A key area of improvement has been improving the ambience, convenience and safety of its Wildey, St. Michael sales office which shares space with their busy manufacturing plant.

Harris Paints' CEO, Ian Kenyon discusses his wholistic approach to employee engagement.

Harris Paints' Human Resources & Training Manager, Kimberly Douglas shares her team's improvements.

SAFETY FIRST: Production Assistant, Ryan Maynard installed a simple chain with a sign to alert visitors of the potential danger from the forklift.

She confirmed that employees' efforts to improve interpersonal relationships and encourage personal development continued to be impactful, with some individuals developing and sharing tips on office communication as well as motivational messages in their new "Edu-bites" programme. She also applauded the redoubled efforts of Harris Paints' award winning 'Green Team' who continued to monitor and improve the manufacturer's cardboard and plastic recycling, and electricity and water conservation programmes.

In describing how the 100 improvements in 100 Days challenge had also spurred action in the area of social responsibility, she shared her organization's plan to deepen its relationship with the Samuel Jackman Prescod Polytechnic by developing more educational opportunities for students seeking certification in painting and interior décor.

Not Business As Usual

It's not business as usual for the company.

The CEO cautioned businesses that it's the same all over the world. He warned that the cost of not getting onboard with this NISE initiative was going to be much higher than if they did. He praised NISE, stating that, "Amid all the noise and clutter about improving customer service in Barbados, NISE had created an [effective] platform for those ready to take action. ... All we need now is a think tank for us all to come together, both local and international companies, and share best practices and innovative ideas," he beamed.

The advertorial brought to you by:

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Harris Paints Brushing Up with Improvements

(Left to right) Ethion Medford of Sigma Construction guides SJPP students in the Harris paints certified painting course on tour of the Valerie Housing Development. Three regional managers discuss efficiency opportunities. Finance Officer, Donna Reece, shares workplace inspirations with staff. Production Assistant Dabian Elliot uses a cardboard recycling station.

Are we doing a good job?

CUSTOMERS HAVE SAY ON SERVICE

Inaugural NISE Customer Satisfaction Index Rates Barbados' Finance & Public Sectors

With the introduction of the NISE Customer Satisfaction Index (NCSI) by the National Initiative for Service Excellence (NISE) Inc., Government, business leaders and consumers of Barbados now have regular access to an objective measure of service quality in this country's key economic sectors.

The NCSI will regularly measure customer satisfaction for Barbados' Finance, Government, Wholesale, Retail and Distribution, Tourism, Utilities and Manufacturing sectors representing over 75% of national GDP.

Rationale for A National Measure of Service Quality

Chief Executive Officer, Ms. Kim Tudor advised that NISE launched the NCSI in response to a dire need to consistently measure and assess service quality and customer satisfaction in our heavily service-based economy.

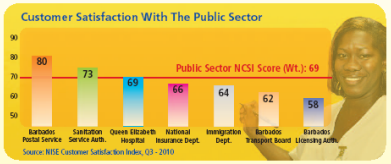
"Research has shown customer satisfaction as a lead indicator of consumer spending and economic growth. We need an initiative like this to support continuing efforts to improve service. The NCSI allows customers to evaluate service in a structured way, thus stimulating a culture of measurement and inspiring organisations towards continuous improvement. It is therefore an important strategic tool strongly supporting the service improvement process."

Methodology Allows Local and International Benchmarking

The NCSI is a model of cause and effect relationships using measures general enough to be comparable across organisations, industries, sectors and countries. This globally accepted econometric model with predictive capabilities allows Barbados to benchmark its service performance with over 20 countries including Colombia, Hong Kong, Singapore, Japan, Mexico, UK and USA.

Results at A Glance for Quarter 3, 2010

The NCSI results pinpoint many service improvement opportunities for the PUBLIC SECTOR - Barbados Postal Service (BPS), Sanitation Service Authority (SSA), Queen Elizabeth Hospital (QEH), National Insurance Department (NIS), Immigration Department (IMD), Barbados Transport Board (BTB) and Barbados Licensing Authority (BLA) - and FINANCE SECTOR (the Banking, Credit Unions and Insurance industries).



NISE CUSTOMER SATISFACTION SCORES (NCSI Weighted)
Public Sector: 69 out of 100
Finance Sector: 73 out of 100

BPS Delivering World Class Service

The Barbados Postal Service (BPS) is the Public Sector NCSI leader with a NCSI score of 80 and was also a Top Five NCSI performer. The BPS index was also higher than that for postal agencies of the USA, UK and Singapore. NCSI performances for the SSA and QEH were also on par or above the public sector score of 69.

More Satisfied Credit Union Customers

With an NCSI score of 82, Credit Union members are more satisfied with the service provided by their credit union than customers of the Insurance (75) and the Banking (71) industries. The Top Five NCSI performers included two credit unions, one bank, home insurance and one public sector agency, with customer satisfaction scores of 80 or more.

Perceived Value, the level of service quality relative to the price paid, was higher for the Credit Union industry than for the Insurance or Banking industries. The Credit Union industry also had the lowest level of customer complaints (6%) for the Finance Sector.

The Service Improvement Plan

NISE is meeting with the staff and management of each participating organisation to review individual NCSI results and collaborate with them to develop sustainable long-term service improvement plans. There is also an on-going partnership with the Office of Public Sector Reform to use the NCSI results to guide reform strategy and programme implementation.

NCSI results for the Retail, Wholesale and Distribution and Utilities Sectors will be available in the second quarter, 2011, and the third quarter for Tourism and Manufacturing.

Getting More NCSI Information

The public is invited to attend a Town Hall meeting at Solidarity House on February 10th, 2011 at 5.30 pm to hear the full details of the NCSI results. The full report is also available on the NISE website - **www.nisebarbados.org**. NISE thanks the public and private sectors and members of the general public for their invaluable contribution and continued support.

To comment or ask questions about
the NISE Customer Satisfaction Index, contact us:
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The current EU Environment

- Economic downturn & Austerity measures in most of Europe = less spending power
- People are changing & need to excite at different levels. Why???
  - Seeking fulfillment & meaning
  - More demanding
  - Wants more involvement
  - Better informed
  - More sophiscated & discriminating
  - Adventurous
  - Demand accountability

Key Elements in Customer service & Product Excellence

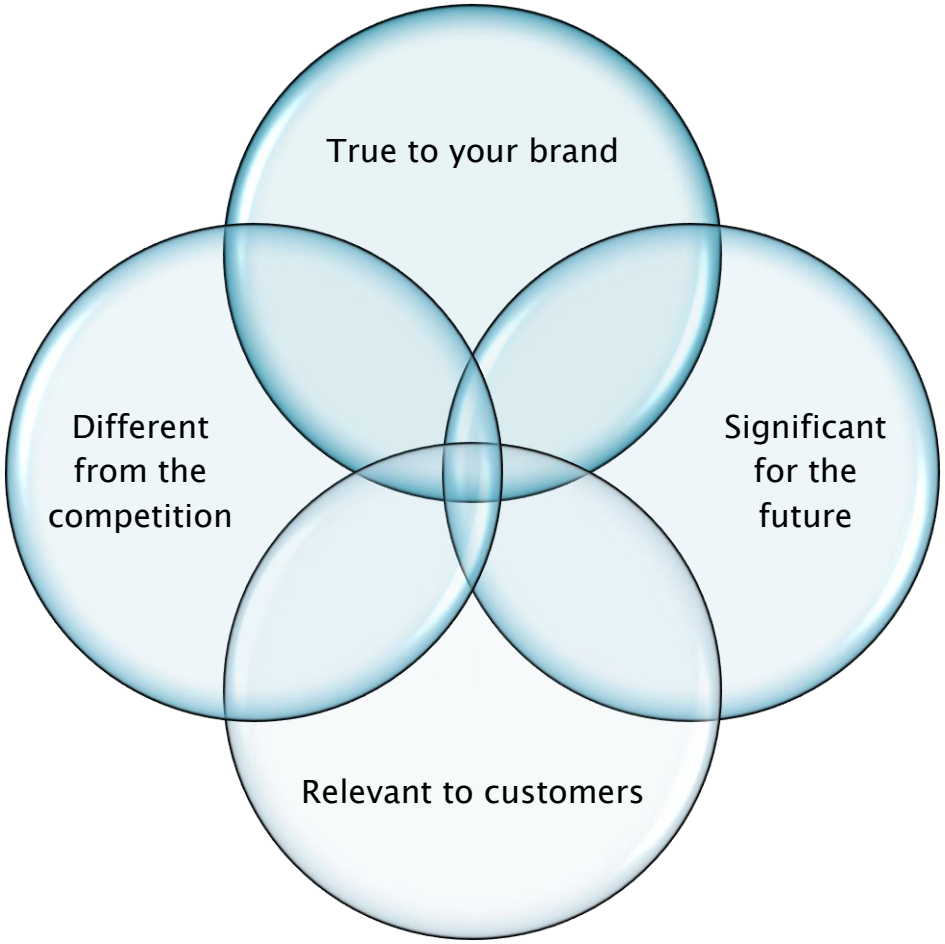
European Customer Satisfaction Checklist

Latent variables	Manifest variables
•Corporate image	•Overall image •Image of branches •Ethics
•Customer expectations	•Overall expectations •Interactive expectations
•Perceived value	•Value for money •Comparison with competitors
•Perceived service quality	•Overall quality perception •Meet requirements •Service quality •Reliability and accuracy provided
•Perceived product quality	•Overall quality perception •Meet requirements •Technical product quality •Reliability
•Customer satisfaction	•Overall satisfaction •Fulfillment of expectations •Comparison with ideal
•Customer loyalty	•Repurchase behavior •Intention to buy addition •Intentions to recommend

The new Marketing Mix in a liberal Globalized environment.

- People- talent bank, competence & expertise, HRM policies, ethical behaviors, workers rights
- Products- consistent conforming goods, focus on NPD & innovation for differentiation and authentic source
- Packaging- design, convenience, recyclability, sustainability, environmental responsibility
- Place- more focused, readily available
- Process- how made, use of local value add, labour codes, quality certification & standards (iso 9000,2600,5100)
- Performance- customers feedback, complaints handling, audits, recalls, satisfaction index, performance, vs. delivery on promise, corporate social responsibility

Designing a Product strategy in a cluttered European marketplace



Innovate or Evaporate!

- Become more customer centric
- Understand the touch points- cultivate a culture of discipline.
- Pay attention to the human side of the organization- the right people
- "Servitize" your product- understand your value chain.
- Continue to increase value to your customers.

BE NISE!!!

Questions????

Thank you and Keep the Flag flying.