

HOW TO HEDGE SUCCESS?

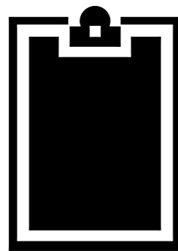
By Jan Stange

Our Customer Satisfaction Audit

ANALYSE PART 1



SET UP OF
CUSTOMER
FORUM



ANALYSIS
OF CUSTOMER
REQUIREMENTS



CAPABILITIES TO
MEET CUSTOMERS
NEEDS

ANALYSE PART 2



GAP
ANALYSIS

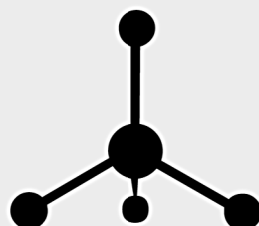


COMPETITORS
CAPABILITIES TO MEET
CUSTOMERS NEEDS

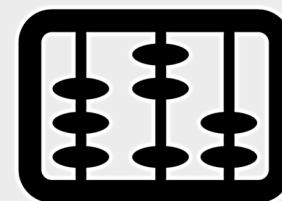
REACTION



GAINING STRATEGIC
SERVICE
ADVANTAGE



DEFINE SERVICE
DIMENSION



CONTINUOUS
MEASUREMENT &
CONTROL

STRATEGIC ACTION



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