



Customers want

 if we compare customers from twenty years ago to customers nowadays, we'll find that today, customers want more.

• Customers want:

- faster service,
- more convenient service,
- more flexibility in things like payment plans and options,
- less time waiting in lines,
- their problems solved almost immediately.



Expectations x wants

- Wants customer want to solve his problem
- Expectations are formed from customer of experience in the marketplace.



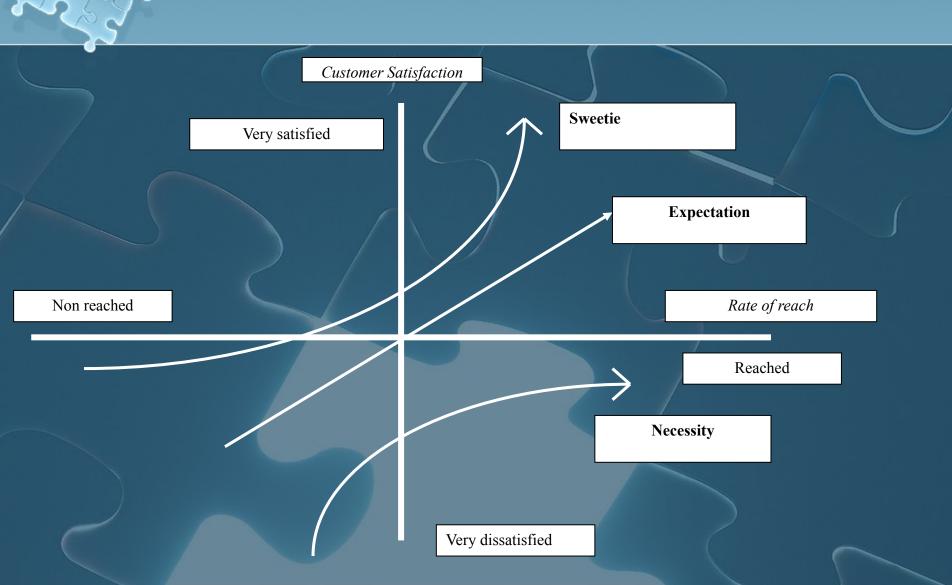
Question

- What expectations are you from the standing in the Czech Republic?
- Are you satisfied?

Expectations

- Past experiences
- Word of mouth
- Customers needs and wants
- Risk perceived
- Price

Kano model





Task

- Describe your experience about customer satisfaction. Present necessity, expectation and sweetie on a product.
- What could be necessity, expectation and sweetie at offering of legal services?

Perceptions

- Informed by total experienced
 - Aspect that can be managed by a company:
 - Offerings
 - Service delivery
 - Appropriate arousal level
 - Cost
 - Aspect that can be influenced by a company:
 - Customers 'needs met in the company
 - Importance of the experience to the customers
 - The amount of risk the customer perceives is involved
 - Aspects that cannot be influenced by a company:
 - Pre-experience events (e.g. Transport)
 - Customers mood
 - Companions (e.g. Argumentative)
 - Post-experience events (e.g. Meal in restaurant on the way home)

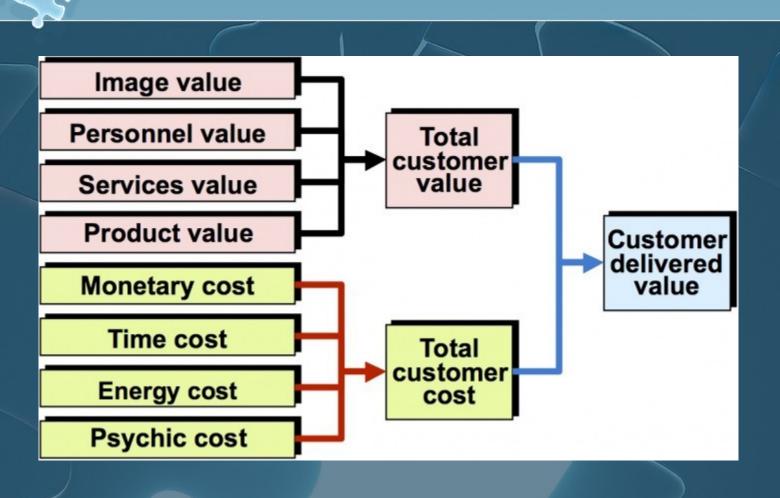


Customer Value

Customer Value:

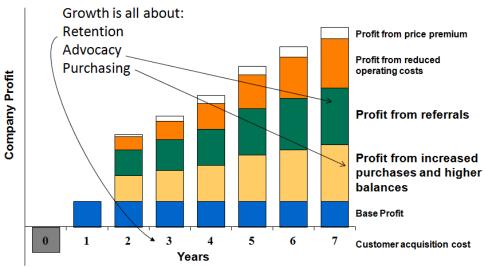
- Product elements
 - Quality
 - Price
 - Time
 - Innovation
- Emotional elements
 - Customer Relationship
 - Customer Services
 - Image of the company

Customer delivered value

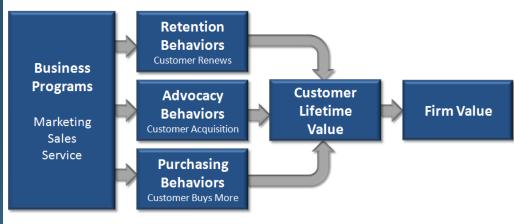




Company Growth Depends on Three Types of Customer Loyalty Behaviors



Frederick Reichheld. The Loyalty Effect. Harvard Business School Press, 1996



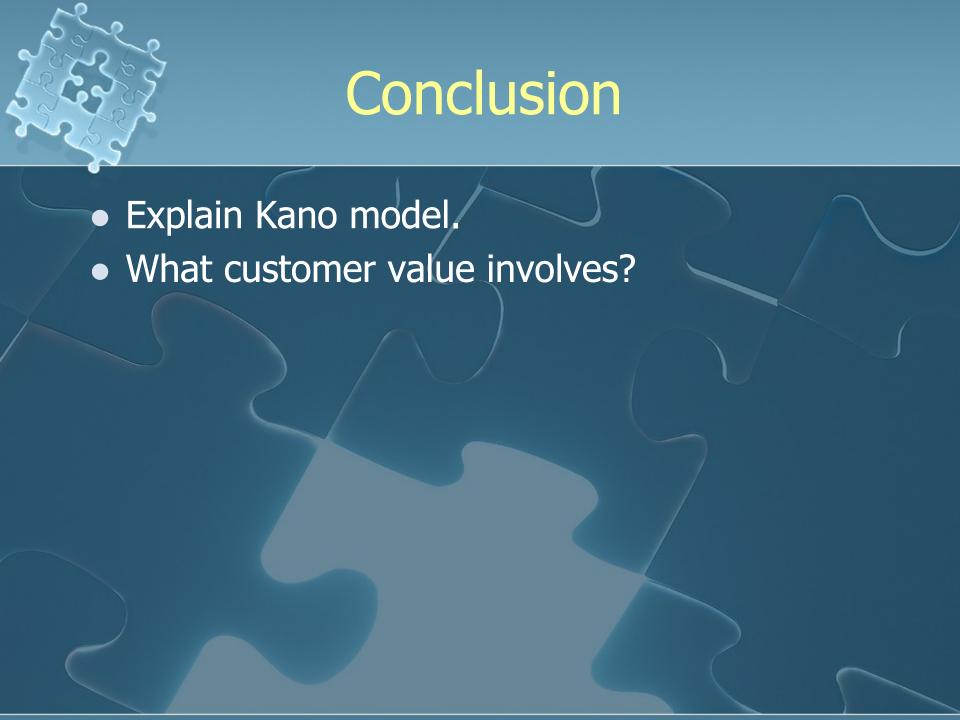
Based on the article by Gupta, et al. (2006). Modeling customer lifetime value. Journal of Service Research, 9(2), 139-155.





Barriers of customer orientation

- little emphasis on customers
- unsuitable corporate culture
- attitude of employees
- organizational barriers
- no offer of customer services
- barriers in communication





Client Feedback

- https://www.lichtensteinlegal.com/client-feedbackform/
- https://www.mmlk.com/experience-feedback.html
- https://www.blackhurstbudd.co.uk/client-feedbacksurvey/