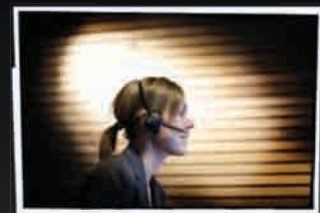
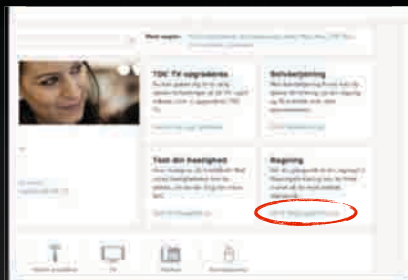


# God service <sup>lidt</sup> gør verden til et bedre sted at være

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# Alt kommunikerer



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”

Brand  $\sum TP$

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## Reklamens verden



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## ... og virkelighedens



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## ... og reklamens

?

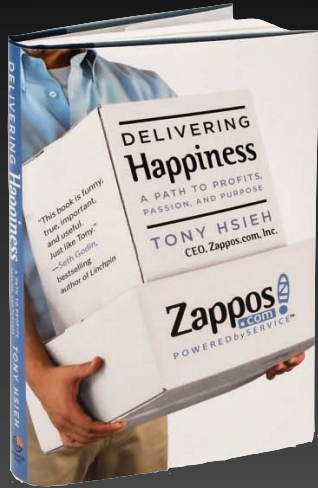
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## Virkelighedens verden



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... og reklamens

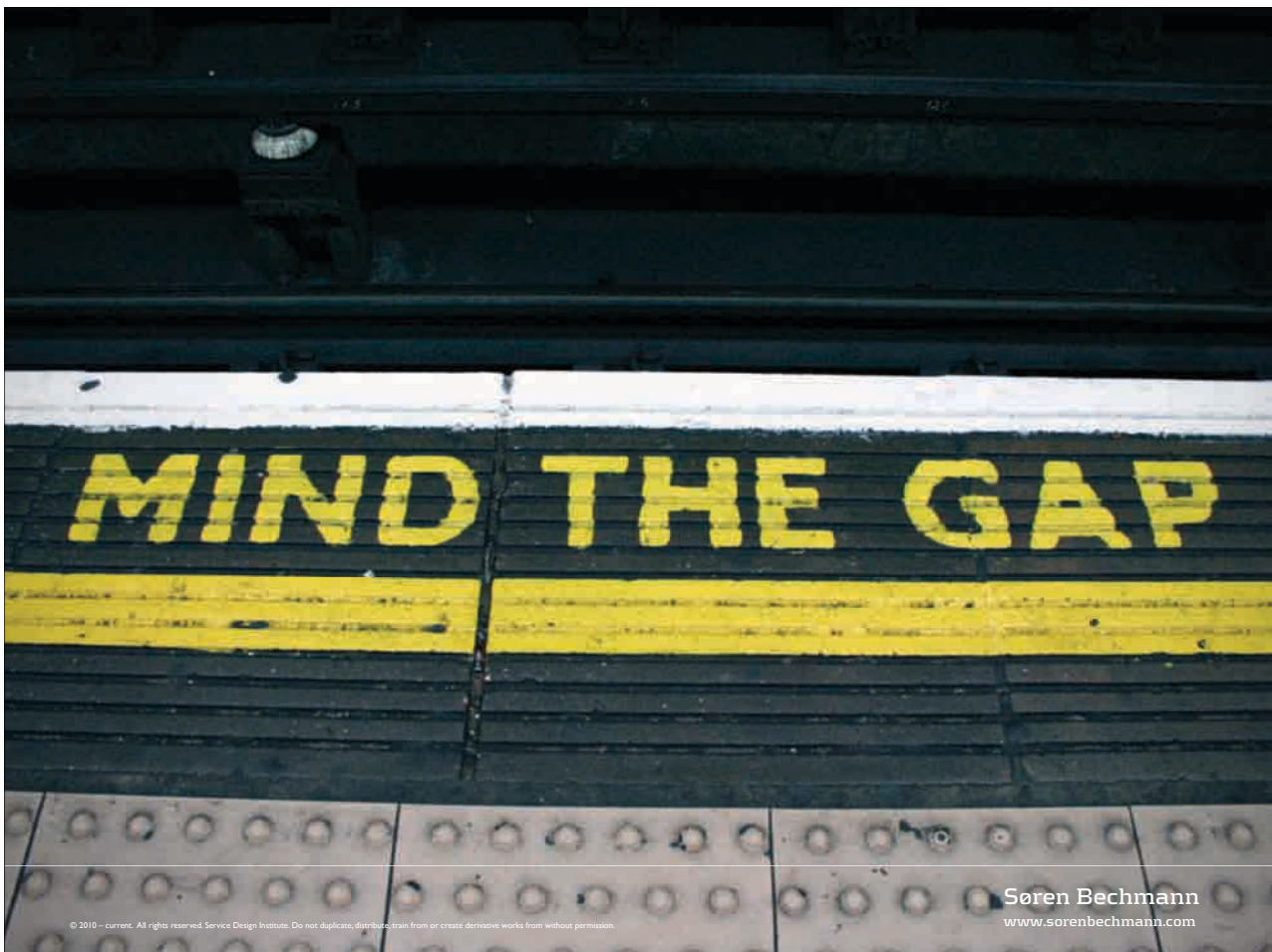


Virkelighedens verden



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# Søren Bechmann

- ▶ Konsulent, foredragsholder og forfatter
- ▶ Grundlægger, Service Design Institute
- ▶ Servicedesign & -innovation siden 2008
- ▶ Reklamebranchen 1983 - 2008



2010



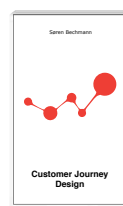
2012



(2014)



(2014)



(2015)

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## Servicedesign?

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”

... tilrettelægge uhåndgribelige  
og ofte komplekse oplevelser,  
der rammer mennesker  
gennem mange forskellige  
touchpoints over tid ...

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”

... på en måde, som er  
attraktiv, anderledes  
og effektiv

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”

... baseret på  
design thinking

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## Service design adresserer serviceydelsens natur



Håndgribelig  
Homogen  
Kan demonstreres  
Kunde køber / Transaktion  
Kontrollere kvalitet  
Enkeltstående  
Ofte få touchpoints  
Produktion > Salg > Forbrug  
Rework



Uhåndgribelig  
Heterogen  
Kan ikke demonstreres  
Kunde deltager / Relation  
Definere kvalitet  
Proces  
Ofte mange touchpoints  
Salg = Produktion = Forbrug  
Recovery

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# Proces?

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Søren Bækmand  
Thornegårdsvej 19  
2820 Gentofte

#### Vedr.: Deres gæld til vort firma

Vi må desværre konstatere, at De ikke har betalt vores tilgodehavende for følgende:

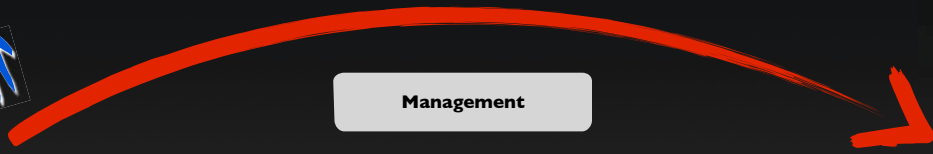
Køb af følgende varer/ytelser i henhold til faktura nr. 35036	kr.	900,00
Rykkergebyrer, i henhold til rykkerbrev af d.d.	kr.	100,00
<b>Vores tilgodehavende i alt</b>	<b>kr.</b>	<b>1.000,00</b>

Vi skal venligst anmode Dem om at indbetale vores tilgodehavende senest 10 dage fra dato.

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**Management**

**Product development**

**Marketing**

**Sales**

**Support**

**HR**

**Service**

**IT**

**Financial**



**Management**

**Product development**

**Marketing**

**Sales**

**Support**

**HR**

**Service**

**IT**

**Financial**

## Før



Planlægning  
Køreplan  
Købe billet: Orange eller 1' ...?  
Pladsbillet: Familie eller stille?  
Transport til banegård  
Finde oversigt  
Finde perron  
Finde tog  
Finde vogn  
Finde sæde  
... etc.

## Under



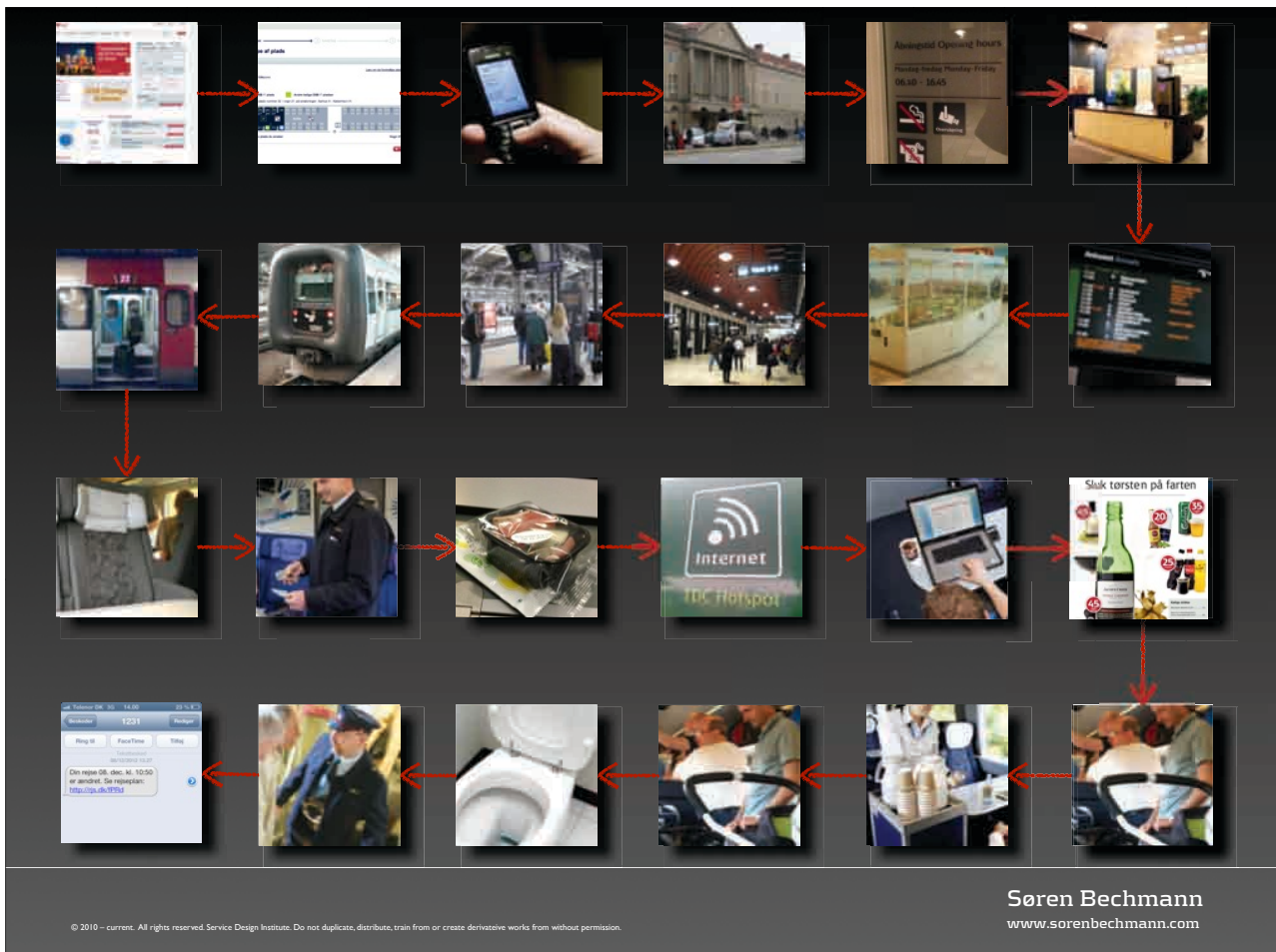
a → b

Noget at spise?  
Noget at drikke?  
Internet?  
Toilet?  
Noget at læse i?  
Kan man ringe?  
... etc.

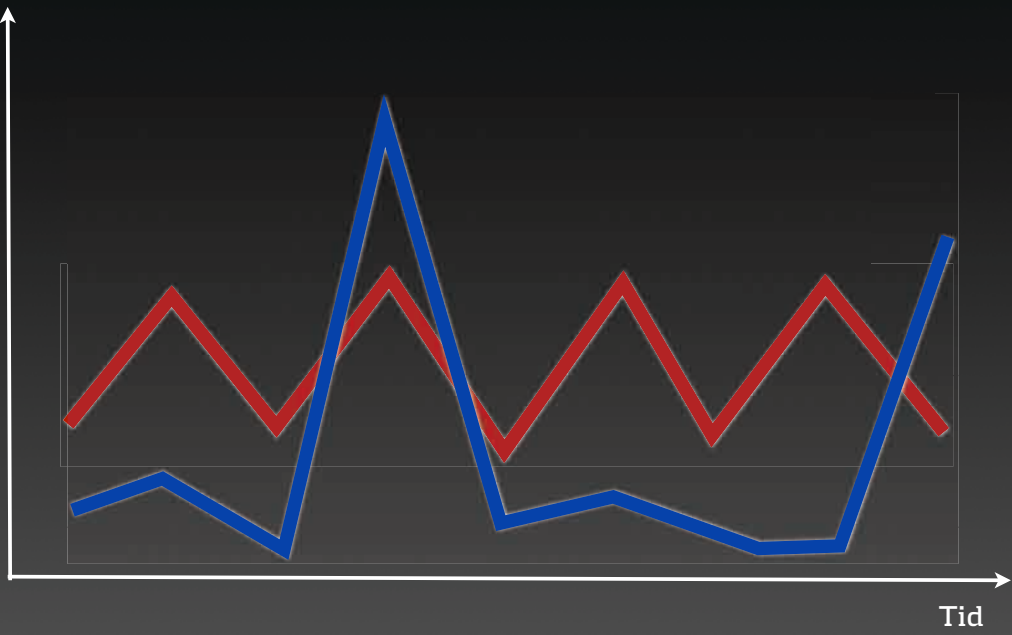
## Efter



Hvor skal jeg af?  
Hvordan kommer jeg videre?  
Hvordan kommer jeg tilbage?  
Forsinkelser?  
... etc.



Kvalitet



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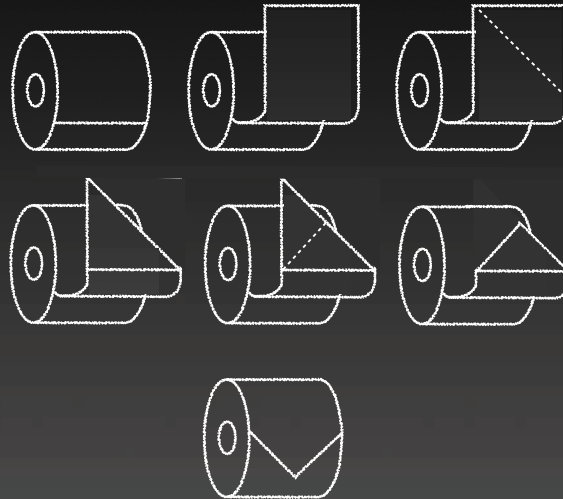
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# Uhåndgribelig?

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# “Recovery”?

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## Reklamens verden



## ... og virkelighedens



## Star Tour

▼ Hvortil skal jeg rette min henvendelse vedrørende reklamation over rejsen?

Svar:

Luk ✕

Har du været uheldig under din rejse og ønsker at indgive en reklamation bedes denne sendes pr. post til nedenstående adresse (modtages ikke pr. e-mail):

Star Tour A/S  
Produktafdelingen  
Gl. Køge Landevej 22  
2500 Valby

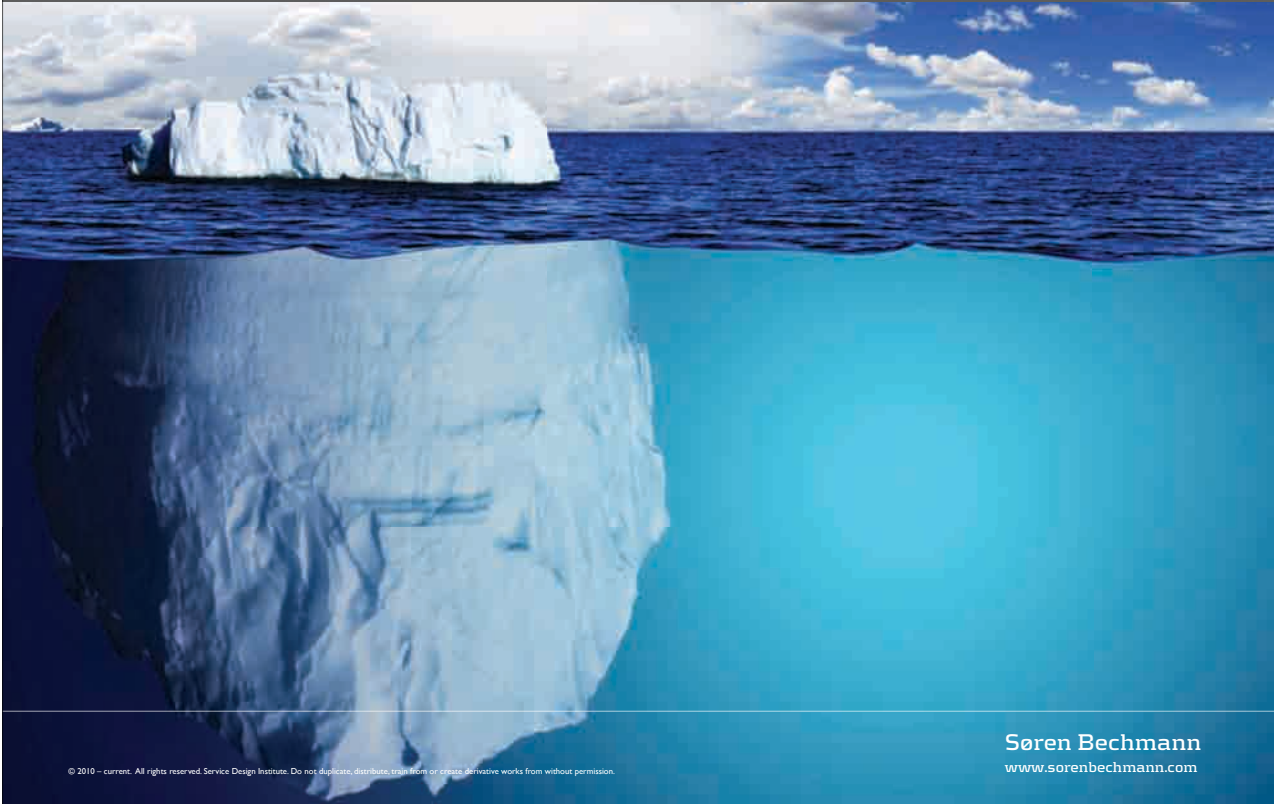
**OBS!** Før at kunne besvare en eventuel reklamation fra dig skal denne være Star Tour i hænde senest 4 uger efter hjemkomst.

Du bedes endvidere læse Star Tours ABC samt Almindelige betingelser for deltagelse i ferierejser igennem inden du indsender din reklamation.

... mere end 80 sider

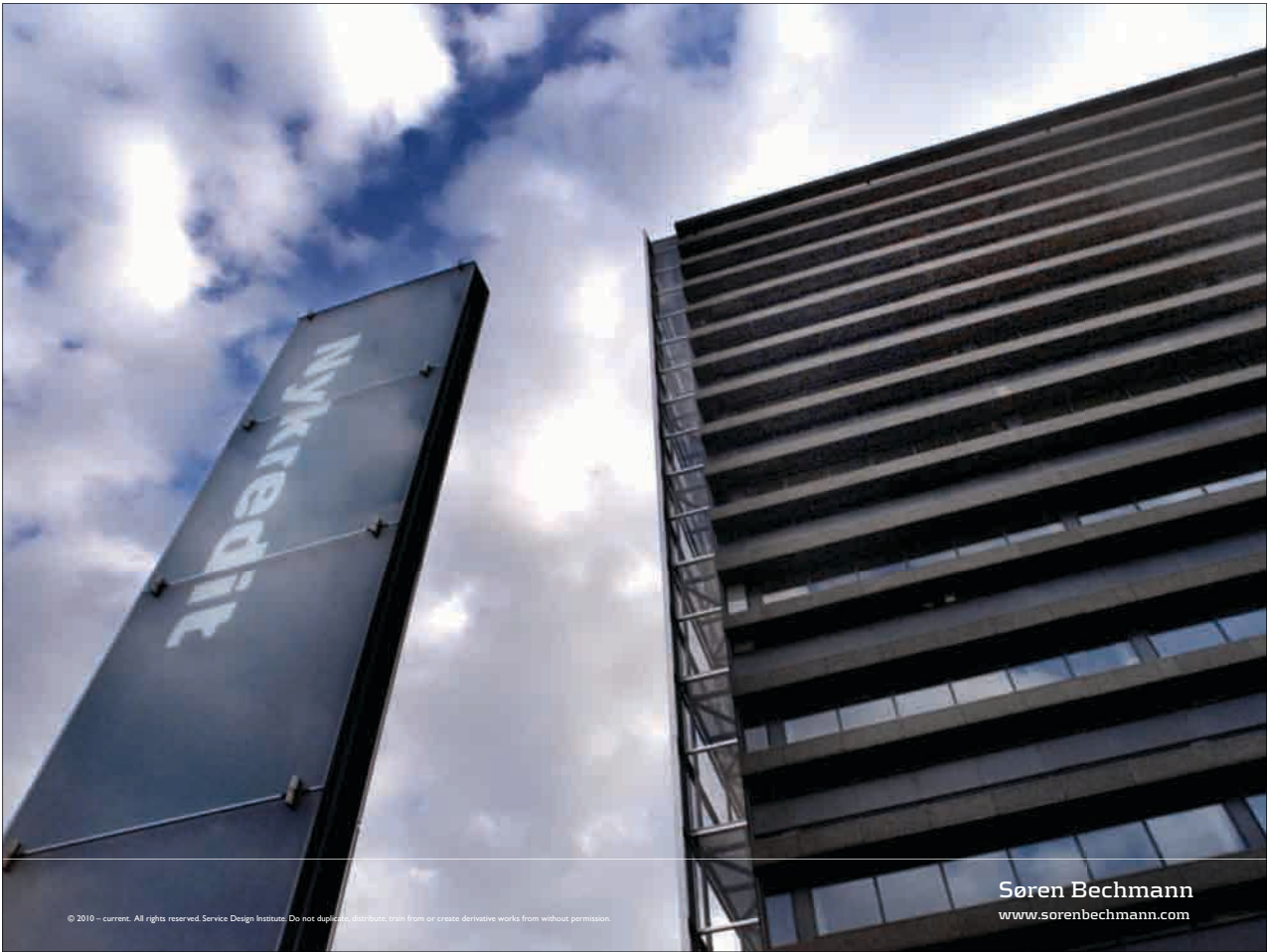


## Hvor mange klager – af dem der har grund til det?

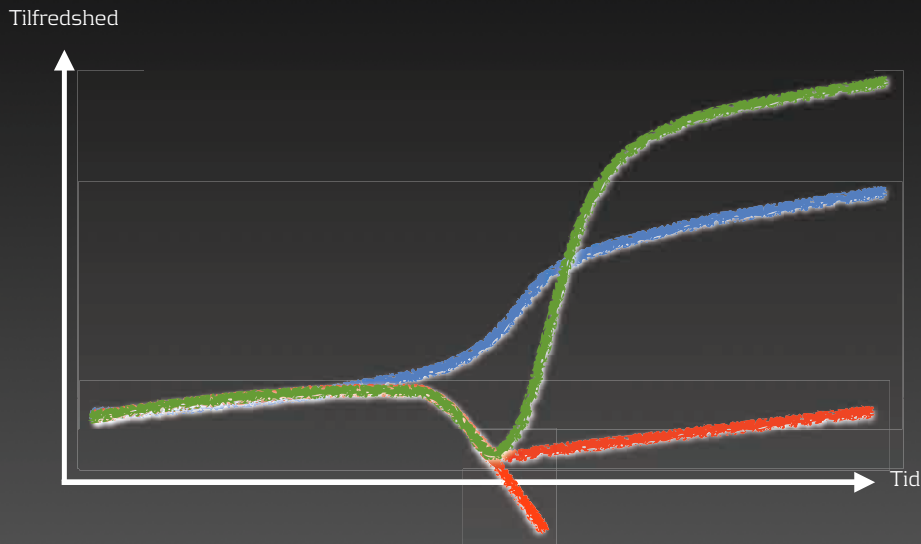


## Når utilfredse kunder tager sagen i egen hånd...





# "The Service Recovery Paradox"



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## Potentiale i stærk klagehåndterings-strategi



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# Hvad kan vi selv gøre?

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# Hvad kan vi selv gøre?



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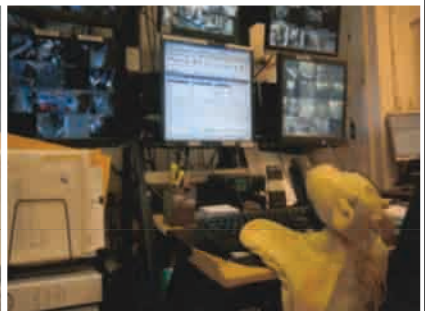
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### Joshie at the Ritz!

By your Ritz Carlton Amelia Island Loss Prevention Team.



Tak fordi I lyttede...



Søren Bechmann

[www.sorenbechmann.com](http://www.sorenbechmann.com)

[sb@sorenbechmann.com](mailto:sb@sorenbechmann.com)

@sorenbechmann

T: 4044 7828

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*Kodeord:*

**vip1450**