



STRATEGIES FOR GROWTHSM

"RESEARCH ANALYSTS TO THE SERVICES INDUSTRY"

Figure 1: Summary of Available SFGSM eBooks and Analysts Take Papers
(as of July 27, 2020)

Document Number	Title and Description	Licensing Fees
eBook1	<ul style="list-style-type: none"> • <i>Transitioning Your Customer Base from Satisfaction to Loyalty and Retention: How to Build a Base of Satisfied and Loyal Customers Who Rely on You and Your Organization for Total Customer Service and Support</i> - A 12-Chapter, 28 page eBook targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) and their field techs - Provides guidelines for how to identify/differentiate customers' wants/needs; how to satisfy customers; how to make unhappy customers happy; how to make satisfied customers even more satisfied; the difference between "good" and "great" customer service; fixing the customer while you're fixing their equipment; positioning yourself to provide total service and support to your customers; etc. 	\$4,500
eBook2	<ul style="list-style-type: none"> • <i>Great Communications with Customers Is the Best Driver to Ensure Customer Satisfaction & Loyalty: How Good Are Your Communications with Customers? Do They Require Enhancement? And, if so, How Do You Go About Making Improvements?</i> - A 13-Chapter, 33 page eBook targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) and their field technicians. - Provides guidelines for how to most effectively communicate with customers; communications before, during and after an on-site visit; knowing what and how to upsell to customers; how to become a customer advocate; and arriving at "best-in-class" communications; etc. 	\$4,500
eBook3	<ul style="list-style-type: none"> • <i>How the Most Innovative and Progressive FSOs Are Planning for the Future – Today! Planning Must Focus on the Customers, Employees, Organizational Practices, Operations, Technologies, Resources, Tools and Demand</i> - A 13-Chapter, 28 page eBook targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) and their field techs - Provides an assessment of how the most innovative and progressive services organizations are leading the way with respect to current and emerging field service and customer service support; emerging organizational practices; transitioning from a focus on customer service to one on the overall customer experience; planning and preparing for new technology integration; recognizing the power of getting the field tech in front of the customer; etc. 	\$4,500
eBook4	<ul style="list-style-type: none"> • <i>From Data to Knowledge: Making the Transition from Data Mining to Knowledge Discovery – Is Your Field Services Organization (FSO) in Data Denial? Or Is It Drowning in a Data Lake? See How to Management Knowledge Discovery</i> - A 7-Chapter, 18 page eBook targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) and their field techs - Provides an understanding of the importance of data mining; how to convert data into knowledge; how to avoid drowning in a data lake; the costs associated with data denial; the applications of knowledge discovery and knowledge management; etc. 	\$4,500

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AT01	<ul style="list-style-type: none"> • <i>Turbulent Times Require Serious Solutions: The Services Market's Immediate-Term Needs & Requirements Have Changed from a "Sustainability" to a "Survivor" Mode</i> - A 5-Chapter, 18 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) and their field technicians - Provides an immediate-term perspective on dealing with the COVID-19 pandemic; compares the "old" conventional wisdom against the "new"; describes the key anticipated service management transitions; provides an explanation of the "new" Key Performance Indicators/KPIs that will be required; lays out the "new" metrics for "new" service delivery; etc. 	ALREADY LICENSED
AT02	<ul style="list-style-type: none"> • <i>Yesterday Was "Business-as-Usual"; Today Is COVID-19 "Survival"; Tomorrow Will Be Long-Term "Sustainability"</i> - A 17-Chapter, 25 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) and their field techs - Provides a perspective on the evolving services management market; and provides detailed findings and implications from SFGSM's 2020 Field Service Management (FSM) Tracking Survey Update; etc. 	ALREADY LICENSED
AT03	<ul style="list-style-type: none"> • <i>"New" Normals Will Lead to the Need to Recast Traditional Field Service KPIs, Post-COVID-19: Services Organizations Will Need to Develop "New" Means for Establishing Goals & Measuring Service Delivery Performance</i> - A 5-Chapter, 12 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) and their field techs - Provides a key to identifying and defining Key Performance Indicators (KPIs); uses of common KPIs; the need for services organizations to merge "Back to the Basics" with "Back to the Future"; "new" metrics for "new" service delivery post-COVID-19; setting the stage for the post-COVID-19 world; etc. 	ALREADY LICENSED
AT04	<ul style="list-style-type: none"> • <i>Building a Strategic Services Marketing Plan for the Post-COVID-19 Environment: Transitioning from an Immediate-term "Survival" Mode to a Longer-term "Sustainability" Business Model</i> - A 7-Chapter, 18 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) & their field techs - Provides a path forward for the internal launch and focus, and building the case for meeting customer expectations; setting goals and objectives; getting started with a needs assessment; prerequisites for effective service management planning; guidelines for marketing plan execution, and plan implementation; etc. 	ALREADY LICENSED
AT05	<ul style="list-style-type: none"> • <i>Warranty Management Is the Best Way for Services Organizations to Ensure Recurring Revenue Streams: Driving Revenues During the COVID-19 Pandemic May Be Somewhat Problematic; However, Post-COVID-19, Warranty Management Works</i> - A 15-Chapter, 20 page paper targeted to Warranty Management (WM) solution providers and Field Service Management (FSM) service organizations, & their customers/prospects - Provides an argument as to how and why Warranty Management works; and presents the executive findings of SFGSM's 2020 Warranty Chain Management (WCM) Tracking Update Survey; etc. 	\$4,500

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AT06	<ul style="list-style-type: none"> • <i>Establishing Interactive Services Partnerships with Customers: Establishing a ‘True’ Partnership Requires Both an Internal and External Focus in Order to Succeed</i> - A 3-Chapter, 10 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) & their field techs - Provides an introduction to Interactive Service Partnerships, and how to move from a “reactive”, to a “proactive”, and finally, “interactive” partnership with customers; explains the dual internal and external path to successful service partnerships; how to leverage quality & delivery, into satisfaction & loyalty, and, finally, to growth and partnership; etc. 	\$3,000
AT07	<ul style="list-style-type: none"> • <i>How the Internet of Things (IoT) Is Transforming Field Service: The IoT Is Both Disruptive and Pervasive – So How Come Not All FSOs Are Using It Yet?</i> - A 10-Chapter, 9 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) & their field techs - Answers 10 questions relating directly to how the Internet of Things (IoT) is transforming Field Service, including at what pace, with what impact and what benefits; potential barriers; how to monetize the IoT in services offerings; potential disruption; recommended steps to implement the IoT in field service operations; etc. 	\$3,000
AT08	<ul style="list-style-type: none"> • <i>How to Sell Services to Individual Vertical Industry Services Segments: You First Need to Understand Their Unique Needs & Requirements – and Then be Organized to Meet Them!</i> - A 3-Chapter, 11 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) & their field techs - Provides six guidelines for understanding the unique needs & requirements of individual industry segments; and six guidelines for organizing your Field Services Organization (FSO) to meet your segment-specific customers’ needs, requirements, preferences and expectations; etc.. 	\$3,000
AT09	<ul style="list-style-type: none"> • <i>The Difference Between ‘Good’ and ‘Great’ Customer Service Can Differentiate Your FSO: How to Move Up from Merely Providing ‘Good’ to ‘Great’ Customer Service and Support – It’s Not That Difficult!</i> - A 7 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) & their field techs - Explains the difference between “good” and “great” customer service, and how to make sure you are always laying the groundwork to transform happy customers to loyal customers; etc. 	\$2,500
AT10	<ul style="list-style-type: none"> • <i>The Future of Field Service Management (FSM) – Post-COVID-19 and Beyond! What Lies Ahead for an Industry that Is Constantly Evolving and Reinventing Itself as It Transitions Past COVID-19</i> - A 10-Chapter, 12 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) & their field techs - Discusses the evolution of Field Service Management (FSM); strategic opportunities for FSOs; the importance of selecting the right FSM solution; the role of the IoT in FSM; how mobile technologies are changing the way FSOs interact with their customers; how to drive service revenues and capitalize on service sales opportunities; the evolving role of the CSO; the top four KPIs to track now – and in five years; etc. 	\$2,500

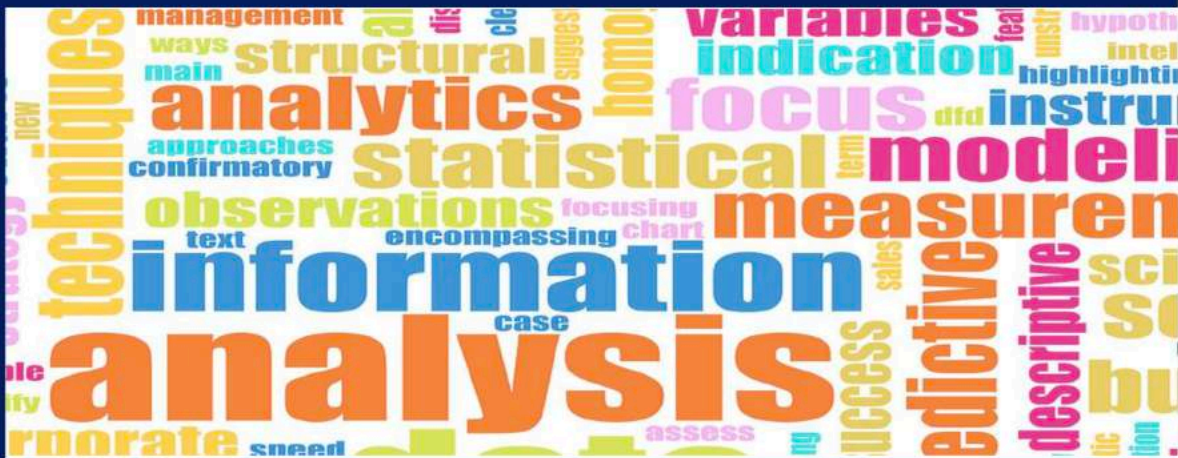
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AT11	<ul style="list-style-type: none"> <i>Listen, Observe, Think, Speak (LOTS): Field Technicians Can Benefit LOTS by Using this Approach to Building Stronger Customer Relationships</i> - An 8 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) & their field techs - describes the Listen, Observe, Think, Speak, or LOTS, approach to communicating with customers; and how to use that approach for establishing a strong communications base with customers in order to support long-term customer satisfaction, loyalty and retention; etc. 	\$3,000
AT12	<ul style="list-style-type: none"> <i>[The Benefits of Outsourcing Your Supply Chain Management]</i> - In Process; Final Title TBD 	[In Process]
AT13	<ul style="list-style-type: none"> <i>The Medical Device Services Segment Is Important, Demanding – and, If You Do It Right – Lucrative! However, in Order to Be Successful in Capturing This Segment, You Will Need to Follow a Set of ‘Tried and True’ Guidelines</i> - An 8 page paper targeted to Medical Device Field Service Management (FSM) solution providers and their customers; and Medical Field Services Organizations (FSOs) & their field techs - Provides six guidelines for organizing to support the Medical Device Services segment; and what it takes to ensure establishing a strong market positioning in that segment; etc. 	\$3,000
AT14	<ul style="list-style-type: none"> <i>E-Learning Was Always a Good Option for Field Technicians – Post-COVID-19, It’s an Imperative! Providing Customer Support Requires More than Just Technical Support Training – e-Learning Can Also Be Used for Customer Service Training</i> - An 11 page paper targeted to Field Service Management (FSM) solution providers and their customers; and Field Services Organizations (FSOs) & their field techs - Provides guidelines for providing customer service training to field technicians via distance learning; how to use the LOTS approach to managing customer communications; how to empower field techs to cross-sell and upsell services; a checklist of 10 key things to look for when selecting the most effective distance learning training tools and resources; etc. 	\$3,500
AT15	<ul style="list-style-type: none"> <i>[More to Come, Shortly]</i> 	\$TBD

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- Companion Webcasts based on the eBook or *Analysts Take* documents are also available, upon request.
- For more information on these, and other forthcoming papers, or to discuss custom-written papers, please call Bill Pollock directly at [484.620.2711](tel:484.620.2711).

An SFGSM e-Book Tutorial



Transitioning Your Customer Base from Satisfaction to Loyalty and Retention

How to Build a Base of Satisfied and Loyal Customers Who Rely on You and Your Organization for Total Customer Service and Support

August, 2020

A Special SFGSM e-Book

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An SFGSM e-Book Tutorial

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