

Checklist - Service Strategy

1. **Mission Statement:** To develop an effective mission statement, ask yourself these questions:
 - Why does my company exist?
 - Who do we serve?
 - What is our purpose?
 - What are our strengths, weaknesses, opportunities and threats?
 - Considering the above, along with our expertise and resources, what business should we be in?
 - What is important to us?
 - What do we stand for?

2. **Customer Expectations**
 - What customer segments do you serve now or want to serve?
 - What kind of service do these customer segments expect?
 - What are the needs of these customer segments?
 - How do these customer segments use or experience your products?
 - Have they been asking for any products or services not currently offered?
 - Where do service breakdowns occur? How are they handled?

3. **Image**
 - How do you want to be perceived in the community?
 - What special products or services do you or can you offer?
 - What value (not just price) can you offer that others don't or can't?
 - What differentiates you from other similar businesses?
 - What are your competitors doing that you are not?
 - What can you under promise and over deliver?

4. **Service Strategy Picture**
 - Now do you want your customers to feel when they leave your business?
 - What do you want them to say about you?
 - Visualize your customers using or enjoying your products or services.
 - Visualize your employees smoothly correcting problems.
 - What do you want your competitors to be saying about you?