

### **Mid-term - aim**

The goal of the mid-term project is to identify customer defined *problems* and *success* points of a particular service provider.

### **Approach**

- In your groups choose a service provider to focus on. This might be (a) the firm that one member in your group works for OR (b) a firm that you are all familiar with.
- You should choose and name the firm and outlet you are focusing on. For example, “Our focus is on XXXX [firm] at [outlet].
- Choose and implement **two** methods of listening to customers. Remember these are *methods*. So they require a systematic approach.
- Analyze your data to find key success and key failure points. What does the service customer find to be particularly *positive and negative* in their experience?

### **Reporting**

Imagine you are consultants trying to help improve service. You should share your findings in both a *written report* and *presentation*.

The written report should:

- Give some background on your company, its offering and customer interaction
- Make clear your objectives
- Explain the methods you used to listen to customers
- Report the key problems and key success points of the service provider
- The report should be a *maximum* of 10 pages (excluding the first page) and have a professional appearance
- Be uploaded to my website as [group-name].pdf *the day before class*.

The presentation should

- Cover the main points above. Avoid death by graph! Think how to get your message across to inform and persuade about the credibility of what you have found.
- Your audience is managers in your company.
- *Upload your PPT to Cloud for our session.*

Professor James Stanworth