

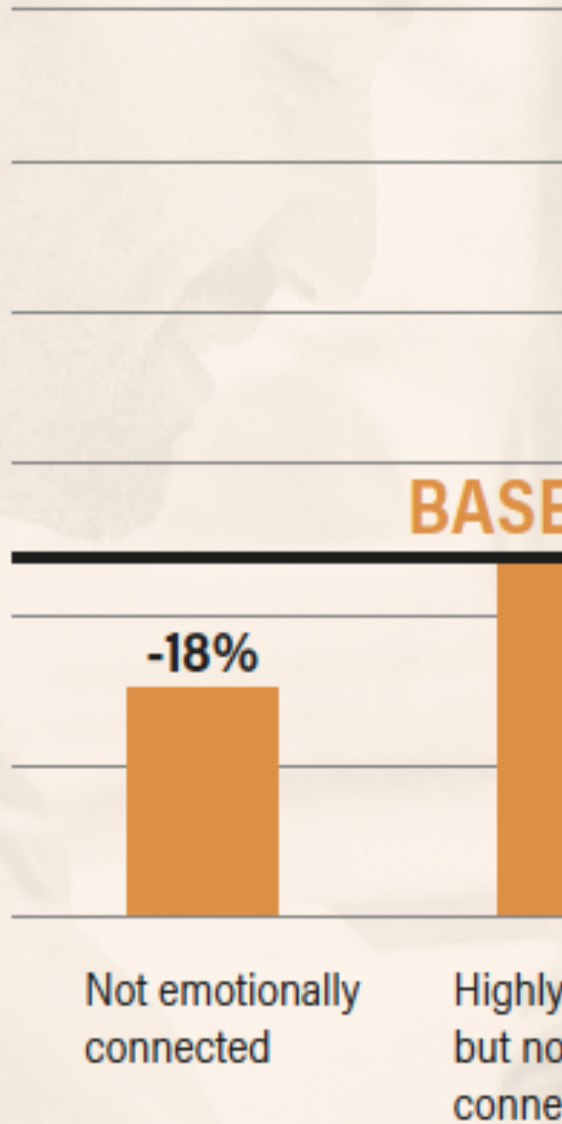
# De essentie van het Service Excellence Model



A close-up, slightly blurred photograph of a barista's hands pouring milk into a white coffee cup. The milk is being poured from a white pitcher, creating a latte art design on the surface of the coffee. The background is a soft, out-of-focus pattern, possibly a floral or geometric design. The overall color palette is warm and muted, with shades of beige and light brown.

**Wat maakt  
klantbeleving  
uitzonderlijk?**

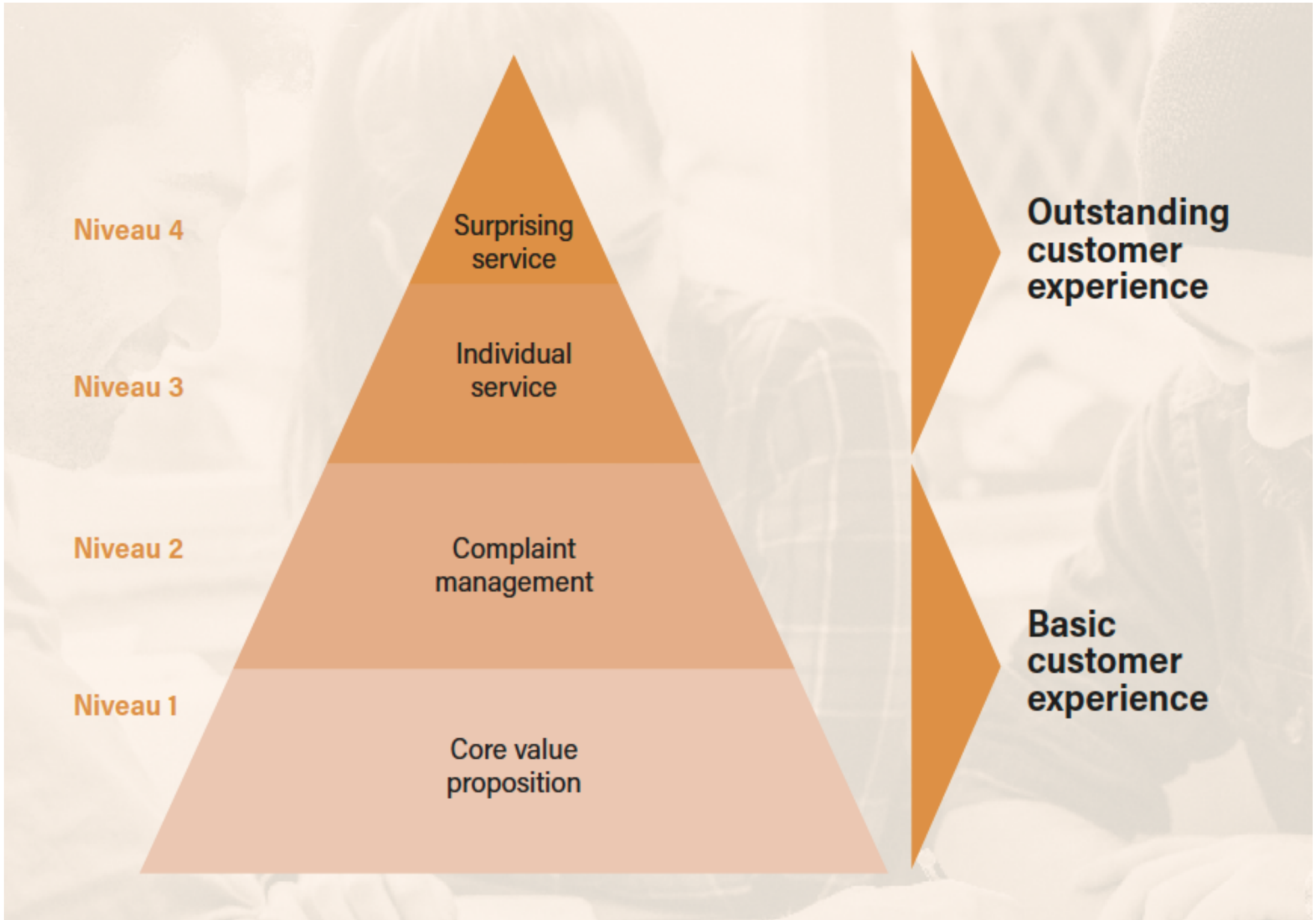
Customer Value, in  
satisfied customer



Over the next decade literally every company will compete on the basis of customer experience.

Manning en Bodine<sup>2</sup>





**Niveau 4**

Surprising service

**Outstanding customer experience**

**Niveau 3**

Individual service

**Niveau 2**

Complaint management

**Basic customer experience**

**Niveau 1**

Core value proposition





**1 cement**

## OPERATIONAL

Monitoring service excellence activities and results (8)

Managing customer experience related processes and organizational structure (7)

## STRATEGIC

Service excellence vision, mission and strategy (2)

Leadership and management commitment (3)

Designing and renewing

ACHIEVING CUSTOMER DELIGHT

Outstanding customer experiences (5)

Service innovation management (9)

Employee engagement (6)

Understanding customer needs, expectations and desires (1)

Service excellence culture (4)

## INNOVATION

## CULTURAL



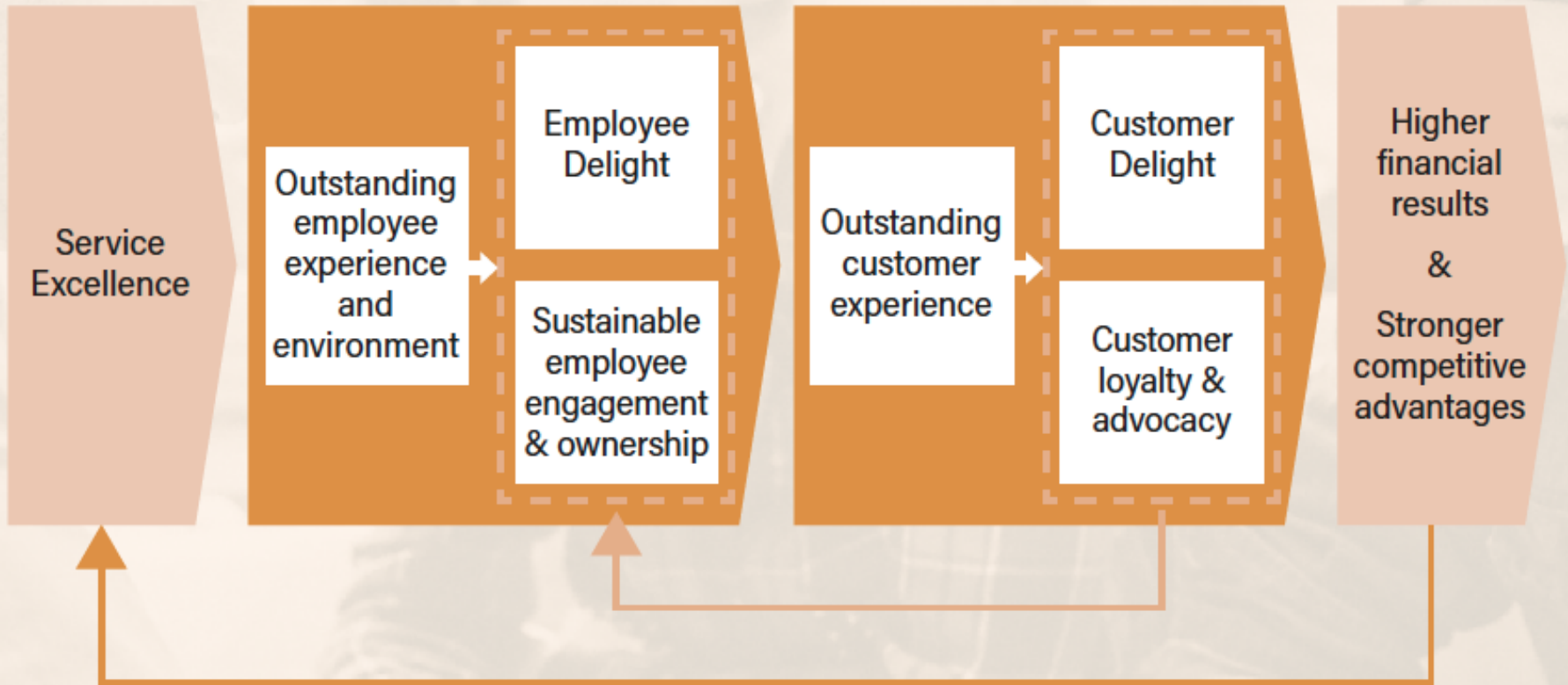
The image features a soft, sepia-toned background. On the left side, there are silhouettes of two hikers. One hiker is standing on a rocky ledge, leaning forward to assist another hiker who is climbing up. The hiker being assisted has a large backpack. The background shows a range of mountains under a hazy sky. The text '2 mensen maken het verschil' is positioned on the right side of the image.

**2 mensen maken het  
verschil**



**Employee perspective**  
(including partners)

**Customer perspective**





**3 ruimte**

## **GEDREVEN DOOR HOGER DOEL**

Zelfmanagement  
Holistisch mensbeeld  
Antifragiel

## **CULTUURGEDREVEN**

Gedeelde waarden  
Betrokkenheid  
Empowerment  
Customer Delight  
Aandacht voor alle stakeholders

## **PRESTATIEGEDREVEN**

Groei- en winstdoelen  
Concurrentiegericht  
Innovatief  
Top-down  
Aandeelhouderswaarde


## **PROCESGEDREVEN**

Hiërarchie  
Formeel  
Stabiliteit  
Command en Control



A woman with long, wavy blonde hair is holding a vintage camera up to her eye, as if taking a photograph. She is wearing a light-colored coat. The background is a warm, sepia-toned outdoor setting, possibly a street or courtyard. The overall mood is artistic and nostalgic.

## 4 uitzonderlijke klantreizen



Dienstbaarheid aan de behoefte van de klant  
– zonder de eigen identiteit en intelligentie  
uit het oog te verliezen – is de volgende stap  
in klantgerichtheid.

Organisaties die oprecht plezier scheppen in  
het helpen van de klant zullen de grote  
**winnaars zijn.** - Joris van Zoelen, voorzitter MEC

# Wat kun je ermee?





Jean-Pierre Thomassen  
Eric de Haan

# SERVICE EXCELLENCE

Werken aan excellente  
klantgerichtheid en  
uitzonderlijke klantbeleving met  
het Service Excellence Model

vakmedianet

SERVICE EXCELLENCE |

Jean-Pierre Thomassen  
Eric de Haan

