



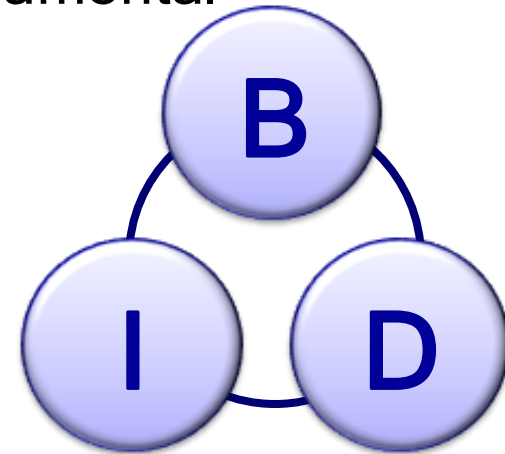
TUNS & BID Model

By building Trust first, you can establish an Understanding of the customers wants, then analyze their true Needs, and finally partner with them to develop a Solution.



Lean Customer Service integrates these four fundamental competencies in the three key value streams;

- **Buying** a product/service,
- **Inquiring** about a product/service, and
- **Deficiency** - resolving root cause problems



TUNS Competencies



Building Relationships builds
Trust

Customer Needs
Wants, Values,
Analysis, Needs

T U N S

Understanding
Communication
Expectations, Wants

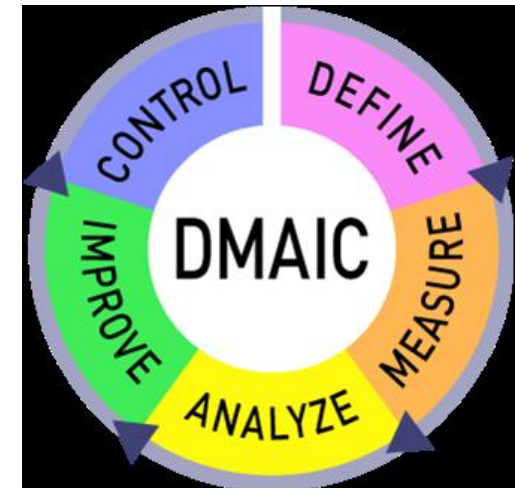
Solution by providing
options & letting the
customer choose

Built on a foundation of **Behaviors** and **Beliefs**

- *Value Streams are end to end processes that create value for the customer.*
- *They should be Defined*
- *They should be Measured*
- *They should be Analyzed*
- *They should be Continuously Improved*
- *They should be Controlled*



“LEAN Thinking”



LEAN 6 sigma concept

Customer Service Value Streams



Purchase, Acquire, Get,
.... **BUY.**

B

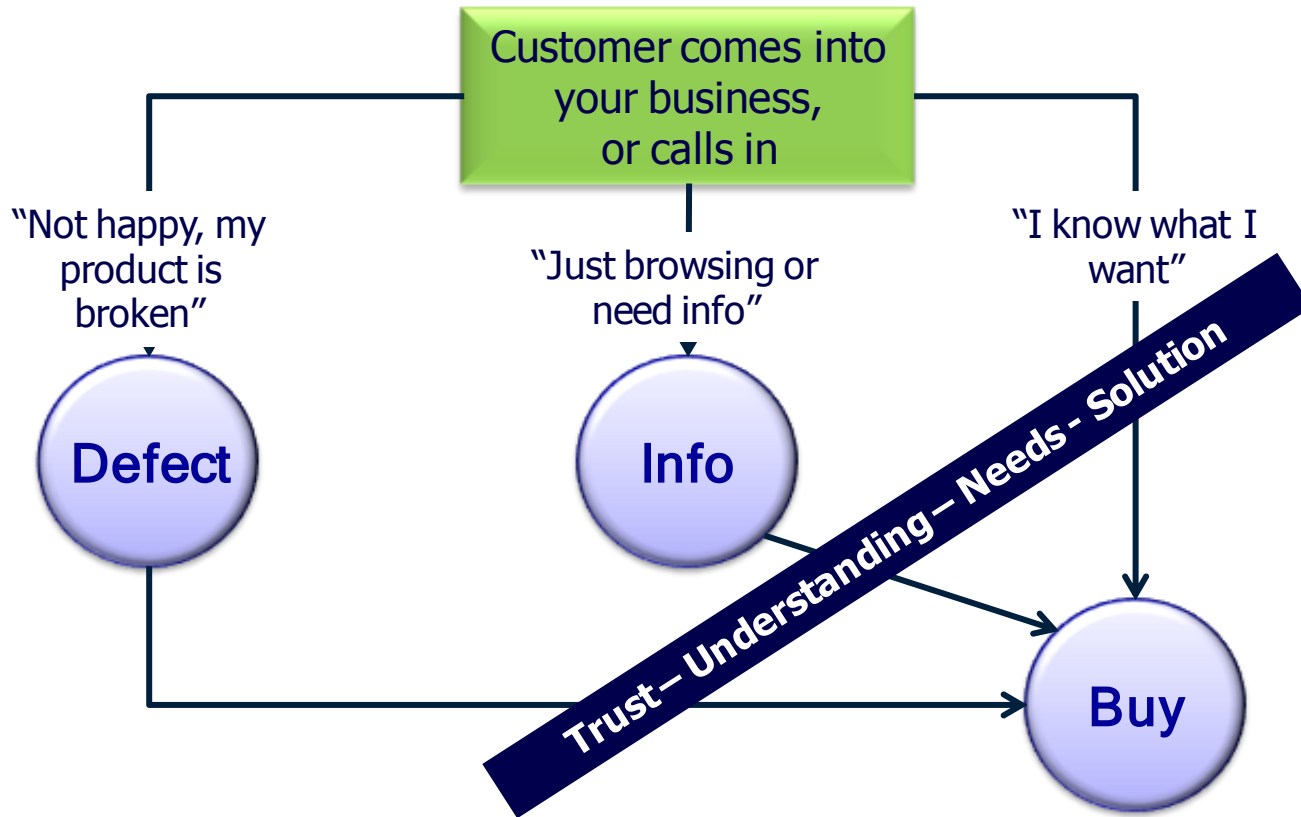
INQUIRE,
Probe,
Research,
Awareness,
Browse, ... **ASK.**

I

D

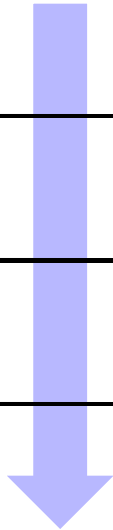
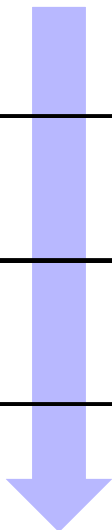
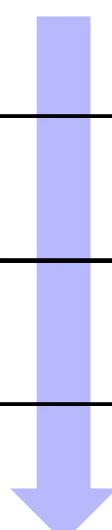
Complaint,
Return, Repair,
Refund,
Exchange, Fault,
... **DEFICIENCY.**

All Paths End at "BUY"



Note – even if someone has already decided to buy, there is an opportunity to create customer value !

Customer Service Value Stream mapping has one goal ... to create customer value so customers buy, and buy again.

		Value Streams		
		<u>Buy</u>	<u>Inquiry</u>	<u>Deficiency</u>
Competency	Trust			
	Understanding			
	Needs			
	Solution			

Thanks for taking the time to learn about TUNS & BID!



We have studied dozens of systems and firmly believe this is the way to make a lasting impression on your customers. It will help you keep the ones you have, and attract new ones – good Customer Service news spreads fast!

If you would like to learn more, please send an email to
info@master-key.ca
or call Murray Grant at 204 918 0884.

Have a great Customer Service Day!