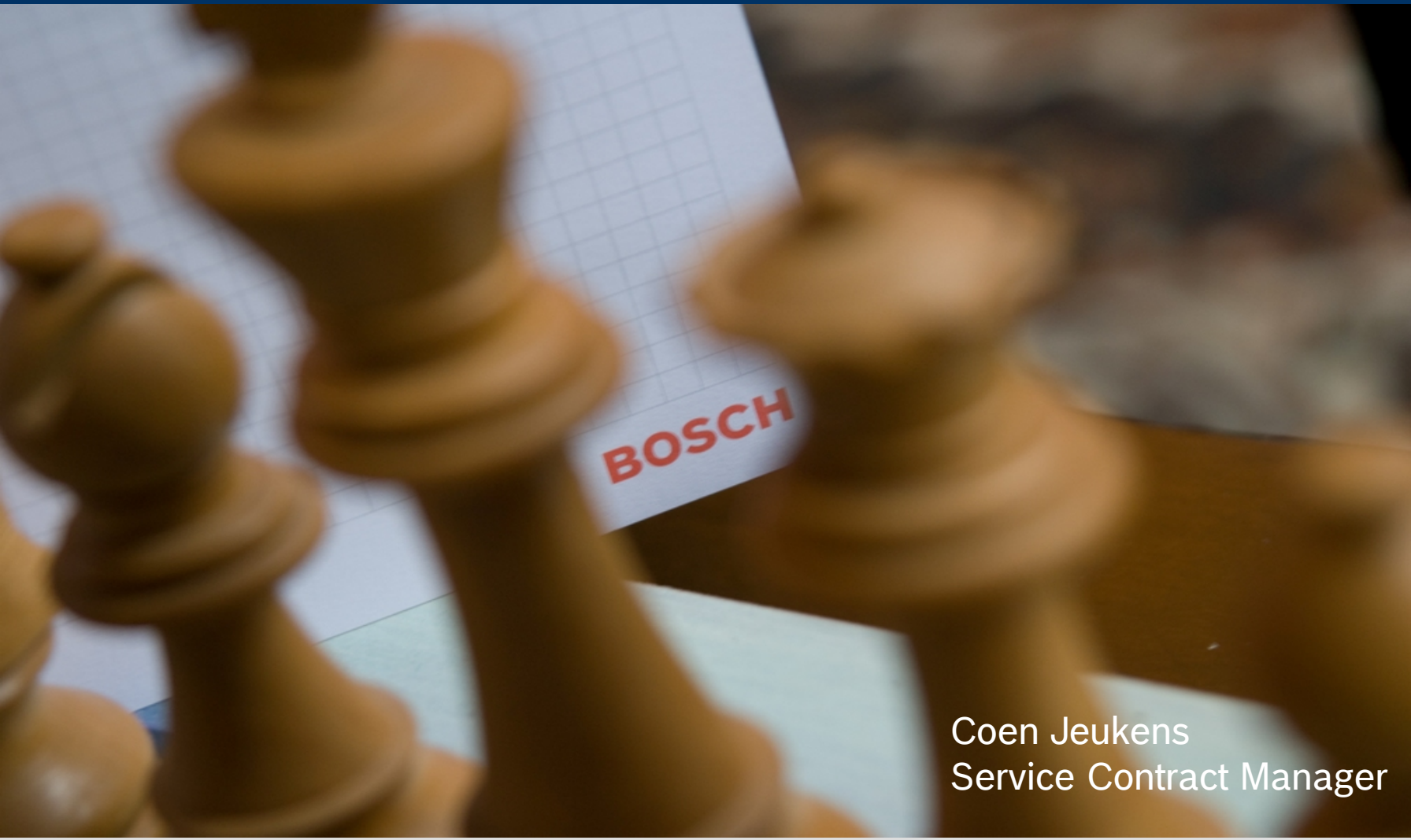
Het herkennen van Waarde



Coen Jeukens
Service Contract Manager

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Van praten naar doen is lastig

SERVICE TRACK

"Increase the value of service & maintenance"

Het verhogen van servicewaarde wordt steeds crucialer in het gevecht om de klant.

Markten veranderen steeds sneller. Toenemende digitalisering biedt daarbij nieuwe kansen en heeft tegelijkertijd grote invloed op de behoeften, beleving en verwachtingen van klanten. Daarnaast worden minder tastbare zaken steeds belangrijker, zoals de manier waarop je met je klanten werkt, de wijze van informatie delen en de waarden waar je organisatie voor staat.

Sprekers delen hun ervaring en visie in een interactief programma.

Wordle™

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BOSCH

Hoe definieer je waarde?

$$W = R - V$$

waarde | resultaat | verwachting

Stel: we doen wat we zeggen …

Stel: dat onze concurrent dat ook doet …

… waarom zou de klant dan voor ons kiezen?

Meindert Flikkema
director Amsterdam School of Management Consulting at VU University Amsterdam

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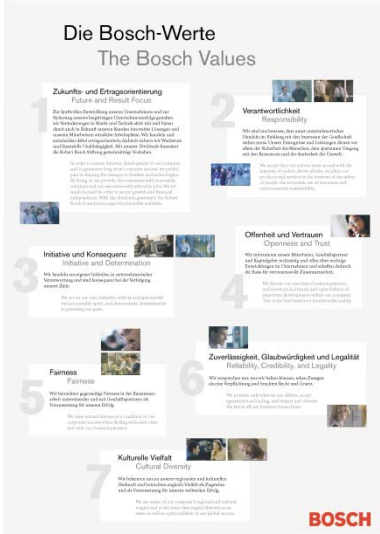
BOSCH

Waarom kiest de klant voor ons?

- **Zaken die boeien***
  - Aantrekkingskracht van producten
  - Aantrekkelijke dienstenportfolio
  - Prijs



- **Zaken die binden***
  - W > R – V
  - Imago
    - Goede kwaliteit
    - Technik fürs Leben
  - Die Bosch-Werte
  - Consistentie

BOSCH
Technik fürs Leben

(*) De geluksfabriek – aOver het binden en boeien van mensen in organisaties

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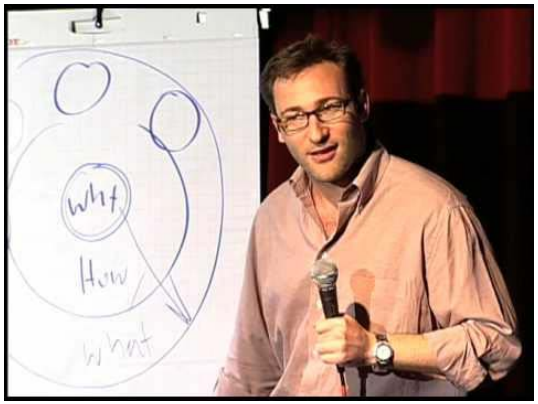
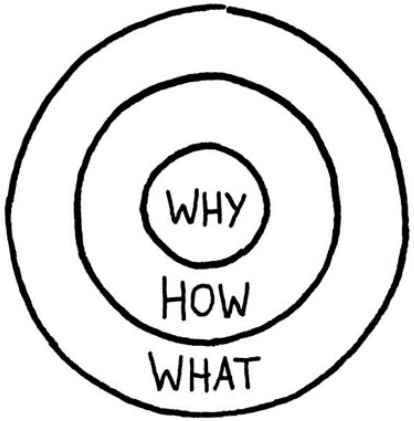




TED Ideas worth spreading

September 2009 – Simon Sinek

The golden circle

What

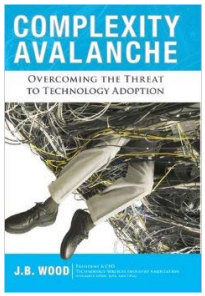
Every organisation on the planet knows WHAT they do. These are products they sell or services the offer.

How

Some organisations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organisations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organisation exists.



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BOSCH

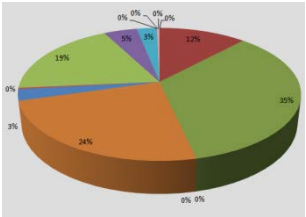
De aanpak van Bosch Security Projects

V

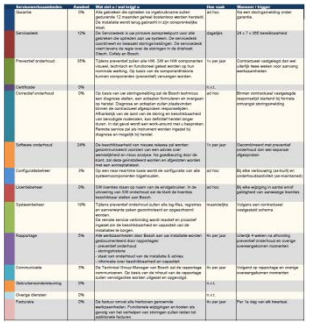
- **Verwachting**
  - Consistentie
  - ITIL raamwerk
  - Keus voorleggen
  - Consequentie tonen
  - Uitleg in lekentaal
  - Vastlegging in SLA

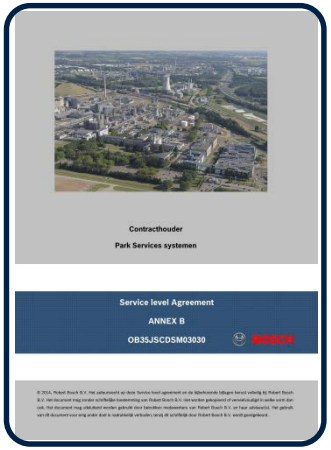
ITIL

Opbouw bedrag



WYSIWYG





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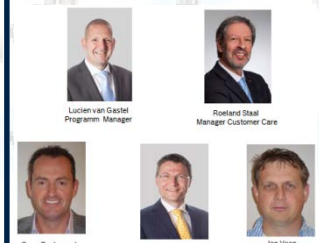
BOSCH

De aanpak van Bosch Security Projects

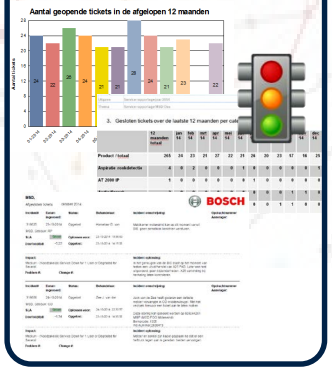
R

- **Resultaat**
  - Doen wat je zegt … liefst een tandje meer
  - Communicatie matrix
  - Rapportage
  - Change Management
  - Evaluatie
  - Escalatie

Wie, wanneer hoe vaak?



Rapportage



CAB

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BOSCH

De Waarde van Waarde

W

Bosch

Klant

- Klanttevredenheid
- Meer vervolgorders
- Opschuiven in waardeketen
- Capex → Opex
- Relatie met Eindgebruiker
- Ontzorg vragen
- Innovatie partnerschap

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BOSCH

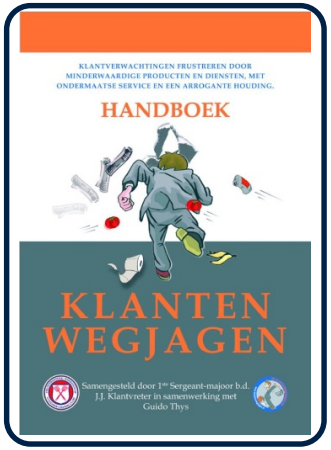
Valkuil: Klantgericht versus Klantgezwicht

- Balans
- Wie is die klant
  - inkoper / contracthouder / eindgebruiker
- Moet je in alles meegaan met de klant
- Bewust zijn van je rol / toegevoegde waarde
- Wanneer/ hoe zeg je “nee”
- De keuze van Bosch: “Bouwen om te beheren”

Naar wie luister je?

“te”

Wat is mijn rol?



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