



TRANSITION TO CUSTOMER FOCUSED INFORMATION SERVICES

| ERIC KOKKE

GO | SCHOOL FOR INFORMATION

Introduction

What would you like to know about me or GO | School for Information?

Introduction

Still curious?

www.facebook.com/erickokke

www.informationhero.org

www.Linkedin/erickokke

www.facebook.com/goopleidingen

www.instagram.com/kokkeeri

www.goopleidingen.nl (Dutch)

Or meet me at our booth at the exhibition!

Essential aspects of customer focused information services?

Go to **www.govote.at** and use the code **89 85 52**

Name 3 essential aspects of customer focused information service

Added Value

Meaning of "added value" in the English Dictionary

British Business


"added value" in Business English

▶ See all translations

added value


noun [U]   ALSO value added



▶ **ECONOMICS** an increase in the value of a resource, product, or service as the result of a particular process: 

They want as much of the added value as possible from their exploited natural resources to benefit their own economy.

added-value products/services

▶ **ECONOMICS** something useful that someone can give to a company, especially something that helps the company make more money: 

The key to the job search is to offer added value and communicate clearly.

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"added value" in Business English

2 noun ▾

More meanings of "added value"

value-added tax

value added

value-added

value-added, at value added

value-added reseller



market value added

economic value added

See all meanings »


Added Value

When you know what your added value is:

-  You can reach out to your (potential) customers
-  You can position yourself and your services

Do you know what your Added Value is?

Assignment 1:

 Describe the Added Value of your function / role, team, department or information services for your organisation (or customers)?

 5 minutes

Added Value

- 🛡️ Without my information services this organisation is not able to function!
- 🛡️ Because of me our students are able to graduate with good results
- 🛡️ Our information services make work for my colleagues effective and efficient, so we save the company a lot of time (= money)

Communicate your Added Value

When you have your Added Value (= your value for the organisation) clear it is time to communicate it to

 Customers

 Colleagues

 Management

They are only interested in the answer to “What’s in it for me?”




Example

2 video's where a new product is introduced to an audience for the first time:




Apple Ipad

Microsoft [Surface](#)

Take notice of:

-  The differences
-  The message
-  Which of the 2 appeals more to you?

Differences

-  We or They vs. You
-  Technical details vs. the benefits (added value)
-  What we (the producer) think is brilliant vs. What's in it for me (the user)?





Learn from Steve Jobs....

We have to learn to communicate (and think) like Apple / Steve Jobs when introducing our products or services to our audience (the user, management etc)

The rules:

- 🛡️ Always think from the position of the customer / user
- 🛡️ Create a straight and clear message
- 🛡️ Create headlines or slogans
- 🛡️ Name your 3 most important benefits
- 🛡️ What problem are you solving?
- 🛡️ Create a 'wow' moment / Share your passion
- 🛡️ Answer the most important question: 'What's in it for me?'

The rules 2:

-  Use the media that is used by the user
-  Communicate often
-  Communicate consistent
-  Speak the language of your customer

Example

	Apple / Ipad	GO School for Information
Message	We made something that makes netbooks, notebooks and PDA's obsolete.	GO helps you in your personal and professional development for a better career.
Headline / Slogan	'Holding the internet in your hands'	School for Informatie
Keywords	Easy to use Easy to carry Long battery time	Flexible Specialist trainers Made for working professionals
The problem you solve	The slowness of a netbook and the size of a PDA	In a fast and continuous changing world you have to keep your skills up-to-date

	Apple / Ipad	GO School for Information
What's in it for me	A device that will do everything 2 others can do as well, but easier, faster and better!	A successful career as an Information specialist
Who are your partners?	'Works great with Google maps'	Professional associations
The antagonist (what are you fighting against?)	Carrying several devices which need battery life.	Digitalisation taking over the jobs of Information Specialists.

Your turn

Assignment 2

 Fill in the sheet for your function / role / team / department.

 20 minutes.

 Best slogan wins a limited edition Information Hero T-shirt

Conclusion

🏆 The moment your customers, colleagues and management are fully aware of your Added Value they will come to you.

🏆 As soon as they understand what you can do for them, your customer focused information services will really start!

Questions?

Have a look at the presentation again?

www.informationhero.org/blogs

Or

www.logo.eloweb.nl

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