



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

23BAE725 | SERVICE MARKETING

UNIT – 5 SERVICES STRATEGIES

TOPIC: ELEVATING PUBLIC UTILITY SERVICE MARKETING



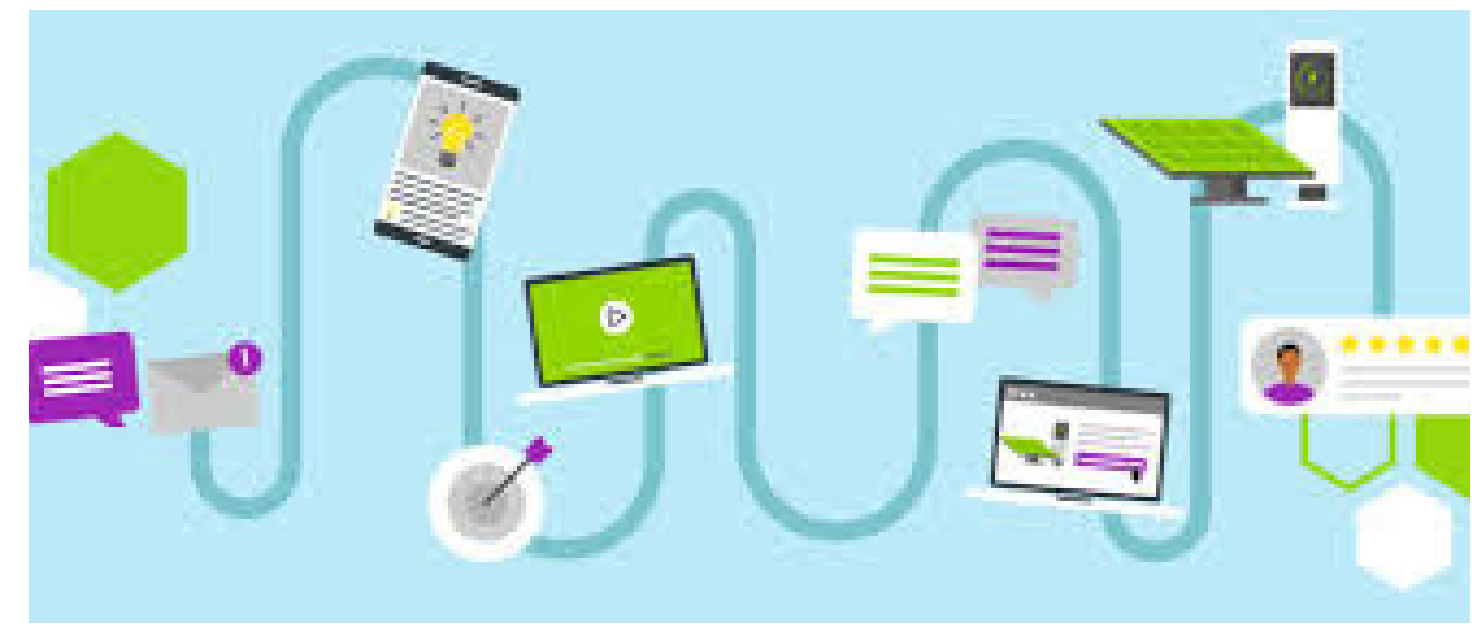
**Dr.K.Mohan Kumar, MBA, Ph.D,
Associate Professor, MBA - SNSCT.**



Guess the Topic!!!



ELEVATING PUBLIC UTILITY SERVICE MARKETING





Elevating Public Utility Service Marketing

Discover strategic approaches to market public utility information services effectively, addressing key challenges and empowering your organization to deliver exceptional customer experiences.

Reshaping Common Mind & Business Towards Excellence

3P Purpose
Process
People
Culture

sns
INSTITUTIONS
www.snsgrups.com

1st GenAI
Powered
Design
Thinking
FrameWork

Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork





Current Challenges in Public Utility Information Services

1

Improving Accessibility

Streamline access to information and services, reducing frustration and barriers for customers.

2

Enhancing Responsiveness

Promptly address inquiries and resolve issues, ensuring timely and effective problem-solving.

3

Modernizing Technology

Leverage digital platforms and tools to provide seamless, user-friendly experiences.



Understanding Your Target Audience

Demographic

Analysis

Gather data on the age, income, location, and other key characteristics of your customers.

Behavioral Insights

Understand how customers interact with your services, their pain points, and preferred communication channels.

Personal

Development

Create detailed user profiles to inform targeted marketing strategies and service enhancements.



Effective Communication Channels



Phone Support

Ensure efficient and friendly customer service through dedicated phone lines.



Email Outreach

Provide timely and informative email responses to customer inquiries.



Digital Platforms

Develop a user-friendly website and leverage social media to engage customers.



Community Outreach

Foster local partnerships and participate in community events to build trust.



Enhancing Customer Experience

Personalized Service

Tailor interactions to individual customer needs, demonstrating empathy and understanding.

Streamlined Processes

Simplify and optimize service delivery, reducing wait times and frustration.

Continuous Feedback

Actively solicit and act on customer feedback to drive continuous improvement.

Employee Engagement

Empower and train frontline staff to deliver exceptional customer experiences.



Reshaping Common Mind & Business Towards Excellence

3P urpose
rocess
eople
Culture

sns
INSTITUTIONS
www.snsgrups.com

1st GenAI
Powered
Design Thinking
FrameWork

Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork

Leveraging Digital Transformation

Online Self-Service

Provide intuitive digital tools for customers to access information and services.

Data-Driven Insights

Leverage analytics to identify trends, optimize operations, and personalize experiences.



Automation and AI

Implement intelligent systems to streamline processes and enhance responsiveness.



Fostering Transparency and Trust

1

Clear Communication

Provide transparent and easily understandable information to build trust.

2

Accountability

Establish clear processes for addressing concerns and resolving issues.

3

Community Engagement

Actively involve customers in decision-making and service improvements.





Optimizing Operational Efficiency

Process Streamlining

Identify and eliminate bottlenecks to enhance service delivery and response times.

Resource Allocation

Allocate staff, technology, and other resources strategically to meet customer demands.

Performance Tracking

Implement key performance indicators to measure and continually improve service quality.



Conclusion and Key Takeaways

1

Embrace Digital Transformation

Leverage technology to enhance customer experiences and operational efficiency.

2

Foster Transparency and Trust

Prioritize open communication and community engagement to build strong relationships.

3

Continuously Improve and Innovate

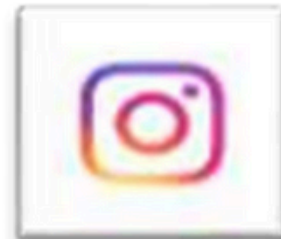
Actively seek feedback and explore new opportunities to enhance service delivery.



REACH US



snsinstitutions



snsinstitutions



snsinstitutions



snsinstitutions



snsinstitutions

