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Technical Services for Marketing

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LIVE WEBINAR

CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Date
**24 June
2025
Tuesday**

Time
10:00PM
 Egypt

Time
10:00PM
 KSA

Time
11:00PM
 UAE

Place
Online
Zoom



Instructor
By **Dr. Osama Shedeed**
Veterinary Marketing Manager

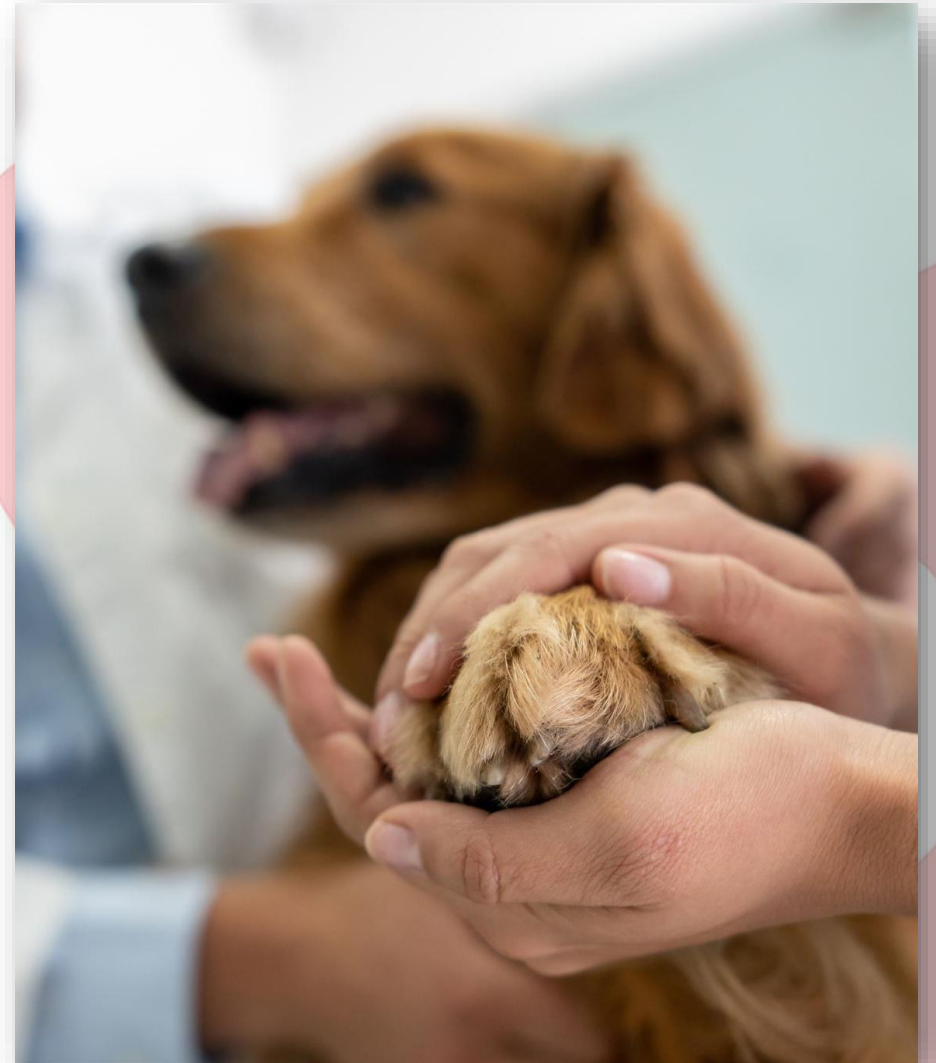
Biography

- Veterinary Student / Poultry Lab Practice 1997-2002
- DVM June 2002
- Poultry Lab Manager. Egypt 2003-2006 (Multinational Co.)
- Pet Food Processing and sales. 2006-2009 (Local Co.)
- Poultry Vaccination Service Manager. 2009-2012 (Multinational Co.)
- Poultry consultant 2012 – present
- ME Area Sales Manager. 2013-2015 (Multinational Co.)
- Poultry Key Account Manager. 2015-2021 (Multinational Co.)
- Poultry Technical Manager 2022-2024 (Multinational Co.)
- Technical Account / Product Manager Livestock. 2024-Present. (Multinational Co.)



Technical Services for Marketing, Veterinary sector

Dr. Osama Shedeed
Veterinarian
June 24th, 2025

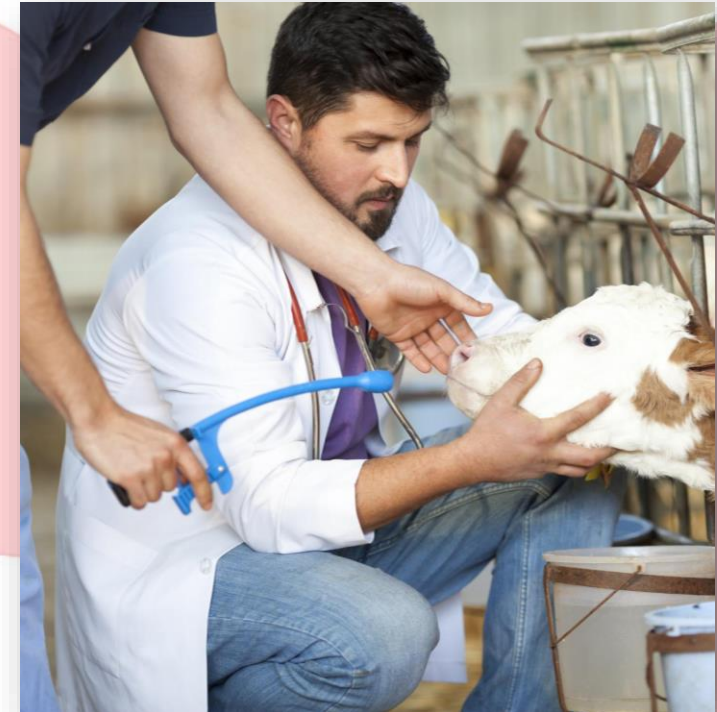




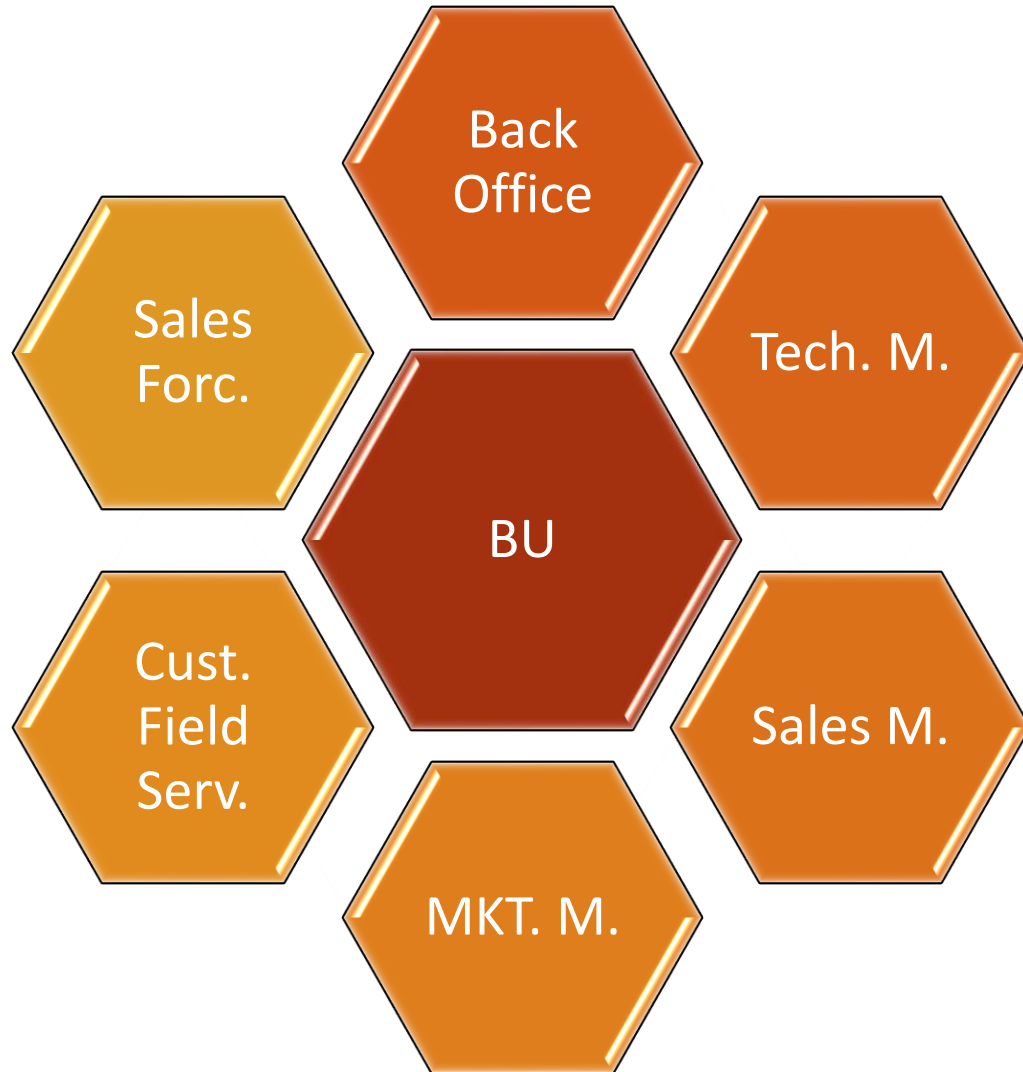
Agenda



- Veterinary Business Module.
- Customer services definition in business.
- Customer Services / Sales Revenue Road map.
- How Differentiated Customer Service Strengthens Customer Loyalty and Boosts Sales (Organization Prospect).
- Differentiated customer services.
- How does differentiating service give an edge over competitors (Org. Prospect).
- How does service differentiation attract customers willing to pay premium prices (Cust. Prospect).
- How Excellent Customer Service Turns One-Time Buyers into Repeat Customers (Cust. Prospective).
- How important is product knowledge for quick problem-solving.
- What are the key traits of effective customer support teams.
- Cost Benefits of Investing in Standout Customer Support Strategies.
- Customer Reactions to Effective Customer Service.
- Business Case.



Veterinary Business Module





Customer services definition in business

- Customer service in business is defined as the support, assistance, and advice a company provides to its customers before, during, and after they purchase or use its products or services. It involves addressing customer inquiries, resolving problems, offering guidance, and ensuring a smooth and positive experience throughout the entire customer journey.
- Customer service is a critical component of the broader customer experience, focusing specifically on direct interactions aimed at assisting customers, while customer experience encompasses the entire journey and emotional connection with the brand



Customer services definition in business

➤ Key aspects of customer service include:

- Being a **reliable partner** to customers **from their first contact** and throughout **the relationship**.
- **Timely and effective resolution of customer issues**, ideally in a single interaction or with **proper follow-up** if escalation is needed.
- Creating **positive experiences** that **foster customer satisfaction, loyalty, and long-term relationships**.
- **Using multiple channels** such as **phone, email, chat, and social media** to provide consistent support.
- Enhancing **brand reputation** and **differentiating a business in competitive markets** through **exceptional service**.



Customer Service Principles



Speed

Act with urgency and efficiency



Accuracy

Know your products and services



Transparency

Be open and honest



Empathy

Show customers you care



Accessibility

Make yourself available and easy to find



Empowerment

Encourage customer autonomy



Quality

Provide excellent service



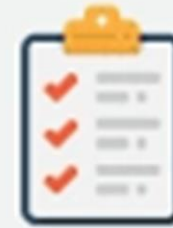
Respect

Be kind and human



Consistency

Maintain process stability



Accountability

Listen and continuously improve



What is customers pressures

Competition

Customers

Government



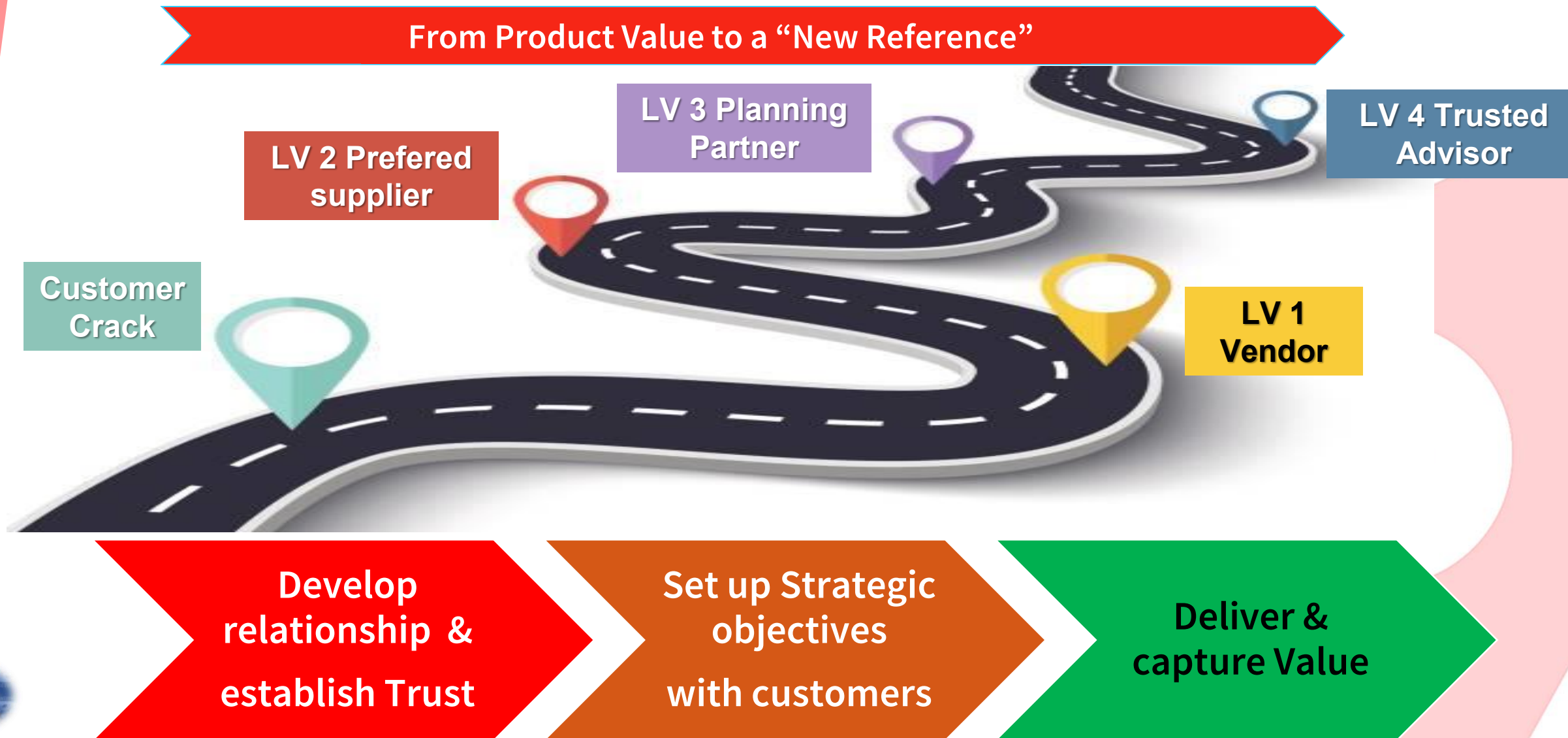
Innovation

Economy

Regulation

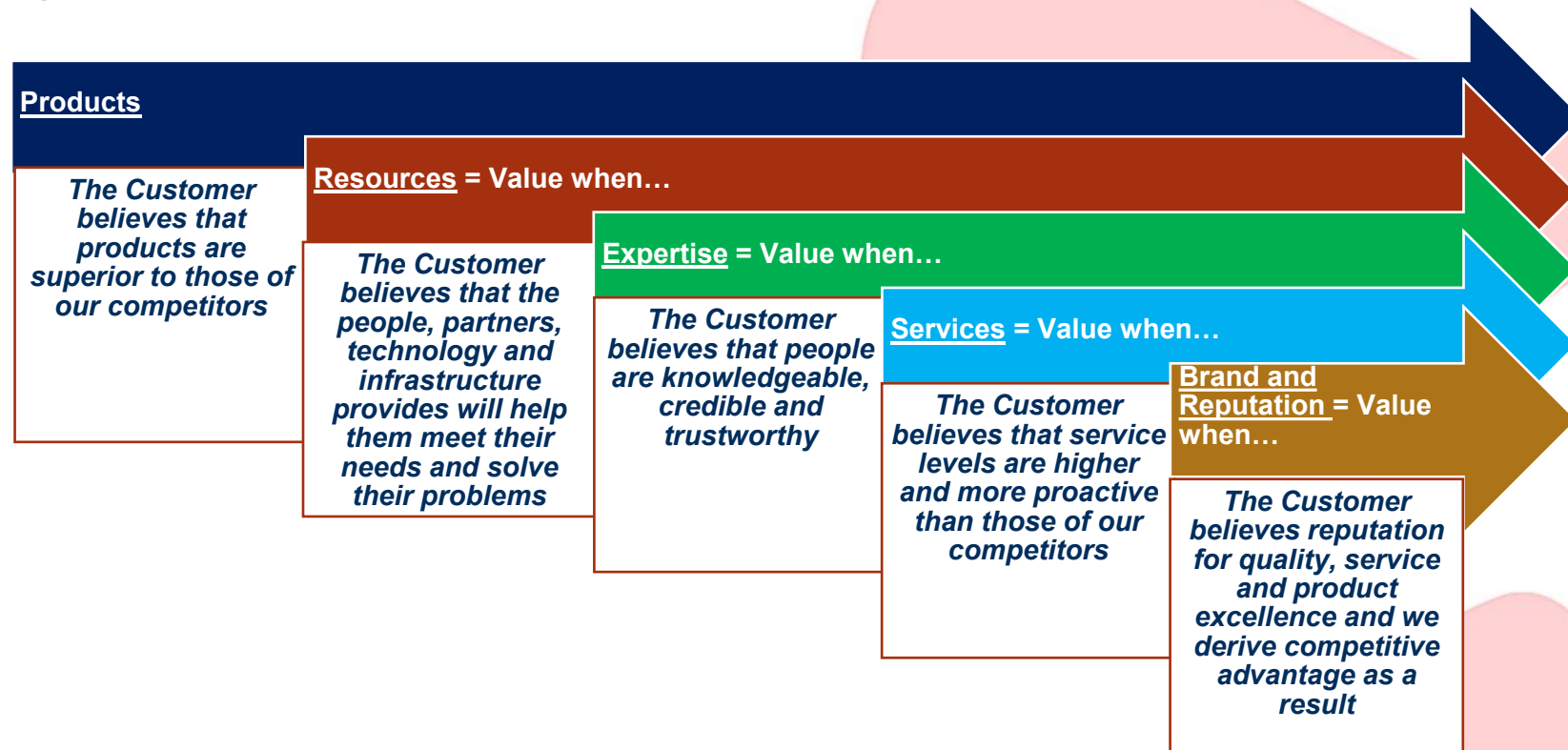


Customer Services / Sales Revenue road map



How Differentiated Customer Service Strengthens Customer Loyalty and Boosts Sales (Organization Prospect)

- Differentiated customer service: tailoring service to meet the unique needs of individual customers or segments plays a critical role in both building customer loyalty and increasing sales revenue.



Differentiated customer services:

1. Strengthening Customer Loyalty

- ✓ **Personalization and Emotional Connection:** By personalizing interactions and exceeding expectations, companies make customers feel valued and understood. This fosters strong emotional bonds and trust, which are foundational for loyalty.
- ✓ **Consistent, High-Quality Experiences:** Delivering reliable, memorable service across all channels creates trust and reduces the likelihood of customers switching to competitors.
- ✓ **Proactive Problem Solving:** Quick and effective resolution of issues demonstrates commitment, turning negative experiences into positive ones and reinforcing loyalty.
- ✓ **Community and Engagement:** Engaging customers through personalized communication, exclusive offers, and community-building efforts further deepens loyalty.





Differentiated customer services:

2. Boosting Sales Revenue

- ✓ **Repeat Business and Higher Spend:** Loyal customers are more likely to make repeat purchases and spend more per transaction, directly increasing sales revenue.
- ✓ **Premium Pricing:** Customers who value differentiated service are often willing to pay more, allowing businesses to command higher prices.
- ✓ **Positive Word-of-Mouth and Referrals:** Satisfied, loyal customers become brand advocates, bringing in new customers through recommendations and expanding the customer base at a lower acquisition cost[.
- ✓ **Reduced Churn and Retention Costs:** Retaining existing customers is significantly less expensive than acquiring new ones, and loyal customers contribute to stable, long-term revenue streams.





Differentiated customer services:

Key Insights and Supporting Data

- 96% of people say customer service is crucial to their loyalty decisions.
- 94% of customers are more likely to recommend a brand after receiving great service.
- Companies that differentiate through service can charge more and retain customers longer, leading to higher lifetime value and profitability.





How does differentiating service give an edge over competitors (Org. Prospect)



Differentiating through service gives you a competitive edge by creating unique value that competitors find hard to replicate, attracting and retaining customers more effectively. Here's how:

➤ **Creates a Unique Value Proposition**

By tailoring services to meet specific customer needs—such as personalized support, customization options, or faster response times—you stand out in a crowded market where products may be similar. This uniqueness makes your offering more appealing and harder to substitute.

➤ **Enhances Customer Experience and Loyalty**

Exceptional, empathetic, and responsive customer service builds strong emotional connections with customers. Brands known for outstanding service, like Zappos or Ritz-Carlton, enjoy higher customer loyalty and repeat business because customers feel valued and understood.





How does differentiating service give an edge over competitors



➤ Enables Premium Pricing and Better Profitability

When your service is perceived as superior or unique, customers are willing to pay a premium. Differentiated service reduces price sensitivity and helps avoid competing solely on price, improving margins.

➤ Drives Positive Word-of-Mouth and Referrals

Outstanding service creates memorable experiences that customers share with others, generating organic referrals and expanding your customer base at a lower acquisition cost.





How does differentiating service give an edge over competitors

➤ **Fosters Innovation and Continuous Improvement**

Service differentiation encourages ongoing innovation—whether through technology, unique processes, or value-added features—that keeps your business ahead of competitors and responsive to evolving customer needs.

➤ **Builds Brand Reputation and Market Position**

Consistent delivery of differentiated service strengthens your brand's reputation as reliable and customer-centric, making it easier to attract and retain target customers and carve out a niche.





How does service differentiation attract customers willing to pay premium prices (Cust. Prospect)



Service differentiation attracts customers willing to pay premium prices by creating a perception of unique value, superior quality, and exceptional experience that competitors cannot easily replicate. **Here's how it works:**

➤ Establishes a Benchmark for Quality and Experience

Differentiated service signals higher quality, design, and customer experience, which premium customers seek. When your service stands out as exceptional—through personalized attention, prompt assistance, or exclusive perks—it sets a standard that justifies charging more.

➤ Aligns Pricing with Customer Segments Willing to Pay More

By understanding which customer segments value specific features or services, you can tailor offerings and pricing accordingly. Customers who perceive the added value in your differentiated service are more willing to pay premium prices.





How does service differentiation attract customers willing to pay premium prices

➤ Provides Exceptional Customer Service as a Value Add

Going above and beyond with personalized support, concierge services, or 24/7 availability enhances the perceived value. For example, luxury brands like Lexus justify premium pricing by offering complimentary maintenance and personalized care, creating loyal customers who accept higher prices.

➤ Creates a Sense of Exclusivity and Prestige

Limited editions, membership-only access, or unique service experiences create exclusivity, making customers feel they are part of a select group. This exclusivity increases perceived value and willingness to pay premium prices.





How does service differentiation attract customers willing to pay premium prices



➤ Emphasizes Superior Quality and Innovation

Highlighting superior craftsmanship, advanced technology, or innovative solutions differentiates your service and appeals to premium buyers. Brands like Apple and Tesla leverage innovation and quality to command higher prices.

➤ Builds a Strong Brand Reputation and Image

A trusted, prestigious brand associated with quality and exclusivity encourages customers to pay more. Luxury brands such as Louis Vuitton and Rolex use strong brand equity to justify their premium pricing.





How Excellent Customer Service Turns One-Time Buyers into Repeat Customers (Cust. Prospective)



Excellent customer service is a powerful catalyst for transforming one-time buyers into loyal, repeat customers. Here's how it works:

1. Builds Trust and Emotional Connection

- Personalized attention, genuine care, and proactive support make customers feel valued and respected.
- When customers experience a business going above and beyond—such as offering tailored solutions, honest updates, or quick resolutions—they are more likely to return and recommend the business to others.





How Excellent Customer Service Turns One-Time Buyers into Repeat Customers



2. Creates Positive Post-Purchase Experiences

- Follow-up communications, thank-you emails, usage guides, and feedback requests show ongoing commitment to the customer's satisfaction.
- Providing helpful advice and tutorials after the sale reassures customers, they made the right choice and encourages them to come back.

3. Encourages Word-of-Mouth and Referrals

- Satisfied customers often share their positive experiences with friends and family, generating valuable referrals and expanding the customer base.





How Excellent Customer Service Turns One-Time Buyers into Repeat Customers



4. Incentivizes Loyalty

- Loyalty programs, exclusive deals, and personalized rewards motivate customers to make repeat purchases and engage more deeply with the brand.

5. Delivers Consistent Value

- High-quality products and services, combined with competitive pricing and unique offerings, reinforce the perception of value and reliability, making customers more likely to return.

Real-World Examples

Businesses that provide exceptional, personalized service—such as taking extra time to understand customer needs or offering proactive follow-up—often see one-time buyers return for additional services and refer others, multiplying the impact of each positive interaction^[1].





How important is product knowledge for quick problem-solving



- Product knowledge is **critically important for quick problem-solving** in customer service because it **equips employees with a thorough understanding of a product's features, benefits, uses, and competitive advantages**, enabling them to provide **accurate, timely, and relevant solutions to customer issues**.
- Well-informed teams can resolve queries faster without needing to escalate, which reduces support tickets and operational costs while improving customer satisfaction and loyalty.





How important is product knowledge for quick problem-solving



- **Key points on the importance of product knowledge for quick problem-solving include:**
- **Faster, accurate responses:** Employees who deeply understand the product can diagnose issues quickly and offer precise solutions, minimizing customer wait times and frustration.
 - **Enhanced customer trust and credibility:** Confident, knowledgeable support builds trust, making customers feel valued and more likely to stay loyal to the brand.
 - **Proactive support:** Product knowledge enables teams to anticipate common problems and guide customers effectively, helping them reach the “aha!” moment faster when they realize the product’s value.
 - **Reduced reliance on escalation:** Well-trained employees can handle a wider range of issues independently, increasing operational efficiency and reducing bottlenecks.
 - **Improved onboarding and training:** Product knowledge training accelerates new hires’ proficiency, allowing them to contribute to problem-solving sooner and with greater confidence.
 - **Contextual understanding:** Beyond features, understanding how the product fits customer needs and real-world scenarios helps tailor solutions that resonate with customers’ specific problems.





What are the key traits of effective customer support teams



The key traits of effective customer support teams include the following:

- **Empathy and Understanding:** Great support teams genuinely relate to and comprehend customers' emotions and concerns, listening attentively and responding kindly to build trust and satisfaction.
- **Excellent Communication Skills:** Clear, concise, positive, and adaptable communication is vital. Teams must avoid jargon, use the right words, and tailor their style to different customers and channels to ensure clarity and professionalism.
- **Patience and Resilience:** Handling challenging or irate customers calmly and patiently is essential to maintain quality interactions and thorough problem resolution.





What are the key traits of effective customer support teams



- **Proactivity:** Anticipating customer needs and issues before they arise, reaching out with updates or solutions, and going beyond reactive problem-solving enhances customer loyalty and experience.
- **Knowledge:** Deep understanding of products, services, and company policies enables quick, accurate, and confident responses that reduce resolution time and improve customer trust.
- **Teamwork and Collaboration:** Sharing knowledge and resources across departments ensures comprehensive solutions and a consistent customer experience, while fostering a supportive work environment.





What are the key traits of effective customer support teams



- **Problem-Solving Skills:** The ability to quickly identify issues and creatively find effective solutions is critical in resolving customer problems efficiently.
- **Positive Attitude and Professionalism:** Maintaining a courteous, upbeat demeanor and closing interactions politely leaves customers feeling valued and respected.
- **Consistency and Reliability:** Delivering uniform high-quality service across all interactions and channels builds customer confidence and satisfaction.





What are the key traits of effective customer support teams



- **Follow-up and Accountability:** Checking back with customers to confirm issue resolution and satisfaction demonstrates commitment and thoroughness.
- **Multichannel Accessibility:** Being available across various communication platforms (phone, email, chat, social media) ensures convenience and meets diverse customer preferences.

These traits collectively enable customer support teams to provide personalized, competent, convenient, and proactive service that drives customer satisfaction, loyalty, and business success.





What are the key traits of effective customer support teams



Investing in exceptional and differentiated customer support delivers significant cost benefits that enhance overall business performance and profitability:

1. Reduced Customer Support Costs

- **Fewer Problems and Complaints:** Satisfied customers generate fewer support requests, reducing the volume and cost of handling issues.
- **Efficiency Gains:** Streamlining support processes with automation, AI chatbots, and omnichannel platforms lowers workforce and onboarding expenses while improving resolution speed and agent productivity.
- **Optimized Resource Allocation:** Knowing support costs enables better staffing decisions, avoiding over- or under-investment and preventing SLA breaches.





Cost Benefits of Investing in Standout Customer Support Strategies



2. Lower Customer Churn and Higher Retention

- **Increased Customer Lifetime Value:** A strong customer experience strategy reduces churn, leading to longer customer relationships and higher lifetime revenue..
- **Retention Boosts Profits:** According to **Bain & Company**, a 5% increase in retention can raise profits by 25% to 95%, highlighting the financial impact of keeping customers happy through excellent support.

3. Revenue Growth Through Loyalty and Referrals

- **Repeat Business:** Loyal customers spend more and buy repeatedly, directly increasing sales revenue.
- **Positive Word-of-Mouth:** Exceptional support drives referrals; customers referred by loyal clients have a 37% higher retention rate, amplifying growth at a lower acquisition cost.
- **Premium Pricing:** Differentiated service allows businesses to command higher prices due to perceived added value.





Cost Benefits of Investing in Standout Customer Support Strategies



4. Scalability and Flexibility

- **Cost-Effective Scaling:** Outsourcing or Support as a Service (SaaS) models allow businesses to scale support resources based on demand, optimizing costs while maintaining quality.
- **Technology Leverage:** Modern support technologies reduce manual effort and enable agents to focus on high-value tasks, improving ROI beyond mere cost savings.

5. Strategic Business Advantages

- **Brand Differentiation:** Superior customer service enhances brand value and market position, helping companies stand out in competitive markets[.
- **Data-Driven Decisions:** Analytics from advanced support platforms provide insights that improve product offerings and customer targeting, indirectly reducing costs and boosting revenue.





Customer Reactions to Effective Customer Service



- **Increased Loyalty and Repeat Business:** 93% of customers are likely to make repeat purchases with companies that offer excellent customer service. Customers feel valued and are more inclined to continue their relationship with the brand.
- **Positive Word-of-Mouth:** After a positive experience, 61% of customers tell family and friends about it, and 38% post positive reviews online. This organic promotion can enhance a company's reputation and attract new customers.
- **Higher Engagement and Advocacy:** Some customers join loyalty programs (27%), upgrade or continue using products even when cheaper alternatives exist (25%), and engage more frequently with the company (21%).
- **Influence on Buying Behavior:** 87% of customers say a good service experience changed their future buying behavior, with 67% recommending the company and 54% purchasing more from it.
- **Emotional Satisfaction:** Effective service, especially when it is empathetic and personalized, fosters trust, satisfaction, and a sense of being understood.





Customer Reactions to Ineffective (Poor) Customer Service



- **Ending Business Relationships:** 68% of customers have ended a business relationship due to a bad automated phone system, 65% due to having to repeat their issue, and 60% because of long wait times. Many will stop buying from the company altogether—58% after a bad experience.
- **Switching to Competitors:** 52% of customers switch to a different company, and 76% will take their business elsewhere within a week of a poor experience.
- **Negative Word-of-Mouth:** 52% tell others not to buy from the company, and negative reviews or complaints can spread quickly online and offline.
- **Rapid Response:** 16% end the relationship instantly, 23% within the hour, and 45% within the same day after a poor experience.
- **Loss of Trust and Brand Damage:** Unskilled representatives, repeated explanations, privacy concerns, and long wait times erode trust and damage the brand's reputation.



CASE STUDY

Case Study

- **Customer position:**

- ❖ Customer feels uncomfortable dealing with the company due to inconstant product delivery, lack of communication and promises.
- ❖ Lack of customer and after sales services
- ❖ Customer decided to go for competitors and stop all the company business.
- ❖etc.,



- **Competitors position:**

- ✓ Weekly/Daily communication with customer.
- ✓ Full package of customer and after slaes services.
- ✓ Contestant product delivery services.
- ✓ Etc.



Case Study

Company Position:

- High Quality innovative Products.
- High Turn over.
- Weak team / Management on ground.
- NO accurate forecast and no safety stock (PO oriented).
- Warehouse/logistics.
- Zero Product Knowledge.
- High prices no deals or packages.
- Customer unpopularity
- Etc.



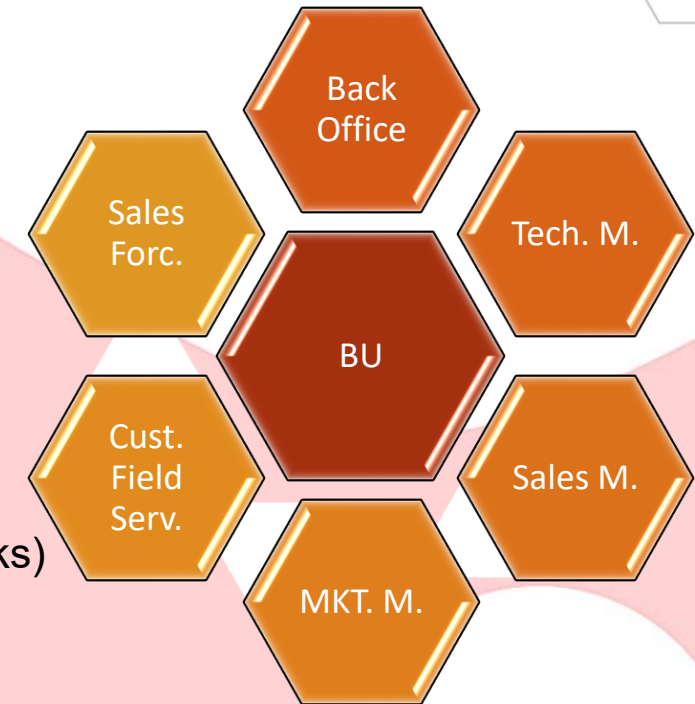
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Case Study

Company corrective actions:

- Complete SWOT analysis.
- New management team hiring (Head hunting).
- Highly technical / KA account candidates.
- Highly technical product knowledge.
- Forecast accuracy according to Marketing plan. (building of safety stocks)
- Warehouse and Logistics on ground.
- Short - and long-term KA business plans (to be revised every 3 months).
- Designation of a customer service plans.
- Plan smooth customer visits to introduce the new team. (no sales calls) all visit to listen and understand all customers objections and pain.



Case Study

Customer Approach Phase #1

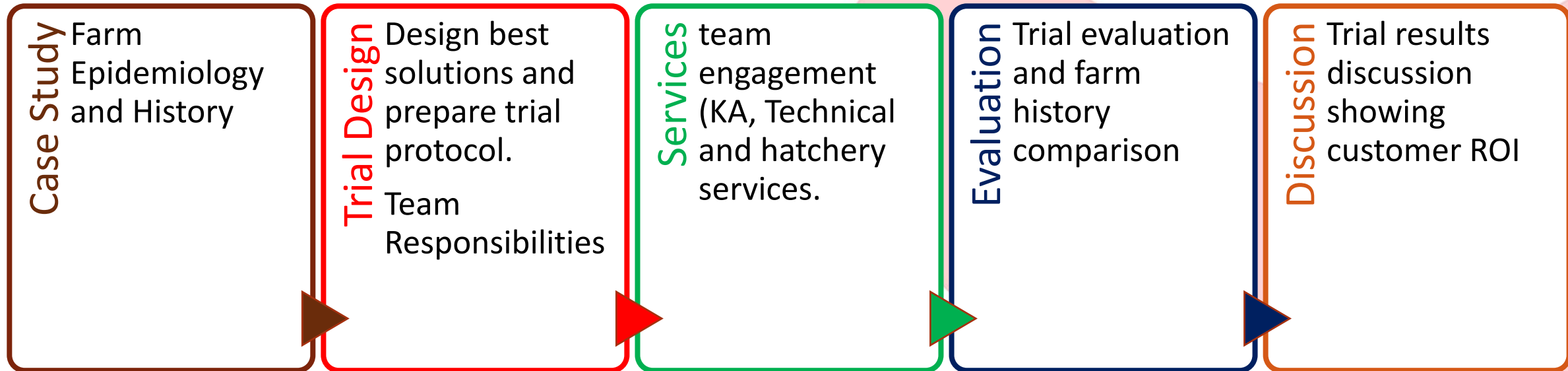
- Start regular visits to customers to understand their pressures and pains.
- Start to offer customers Technical services, sampling, Farm visits, Hatchery services to do audit and share expertise.
- Regular epidemiological survey services.

Customer Approach Phase #2

- Start smooth sales calls about our innovative products which can solve customer problem.
- Being Precise about the solution offered and what is the ROI.
- Start small scales field trials with full team engagement (KA, Technical, Customer services) following up with customer in daily basis.



Business Case



Value Proposition

Your value proposition should sit here



Competence

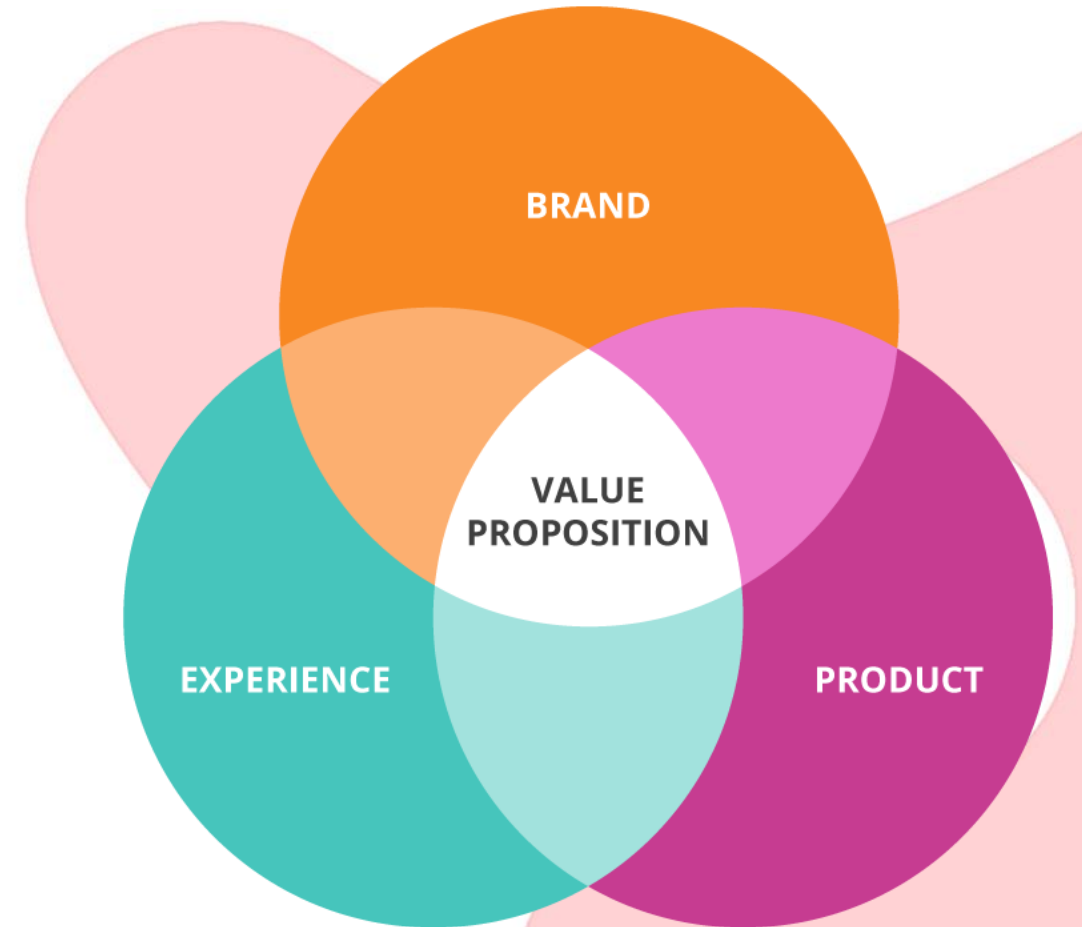
Your distinctive strengths

Customers

What your customers need/want

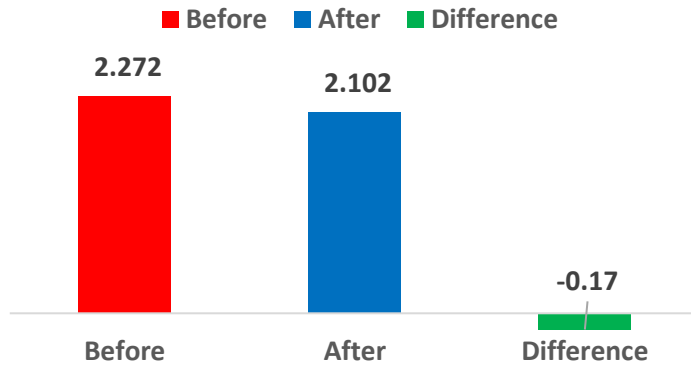
Competitors

Your competitors' distinctive strengths

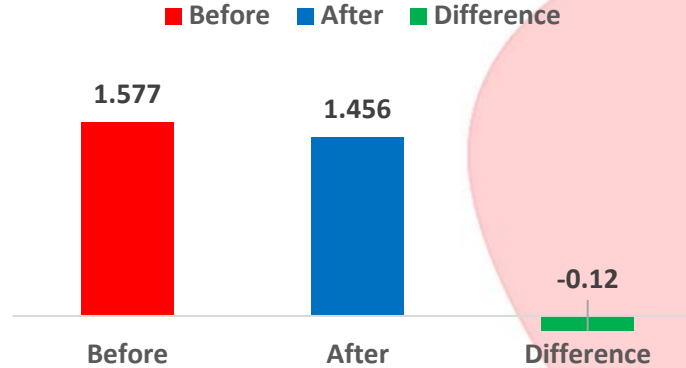


Value Proposition

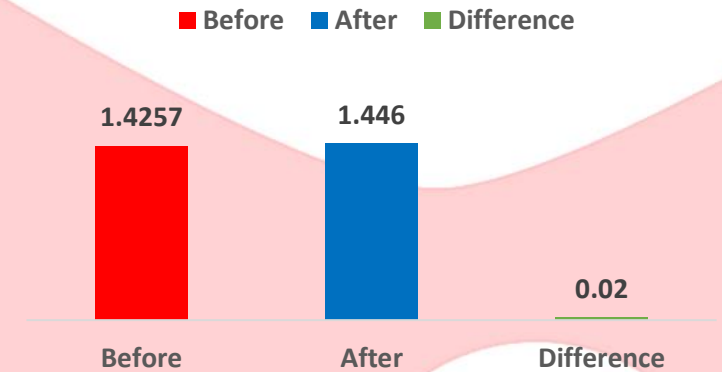
Feed intake / Bird



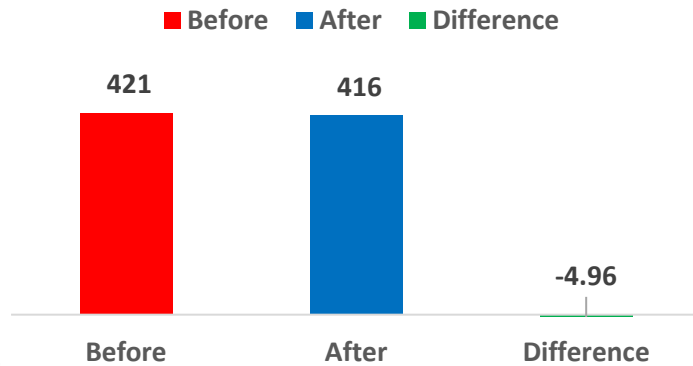
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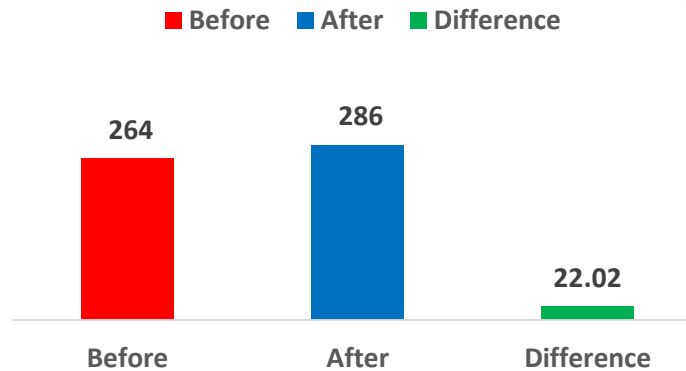
Final B.W



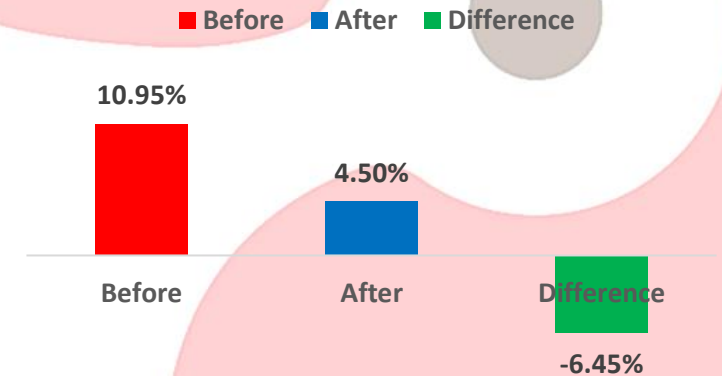
Feed Consumed Mt Feed



Meat Produced Mt

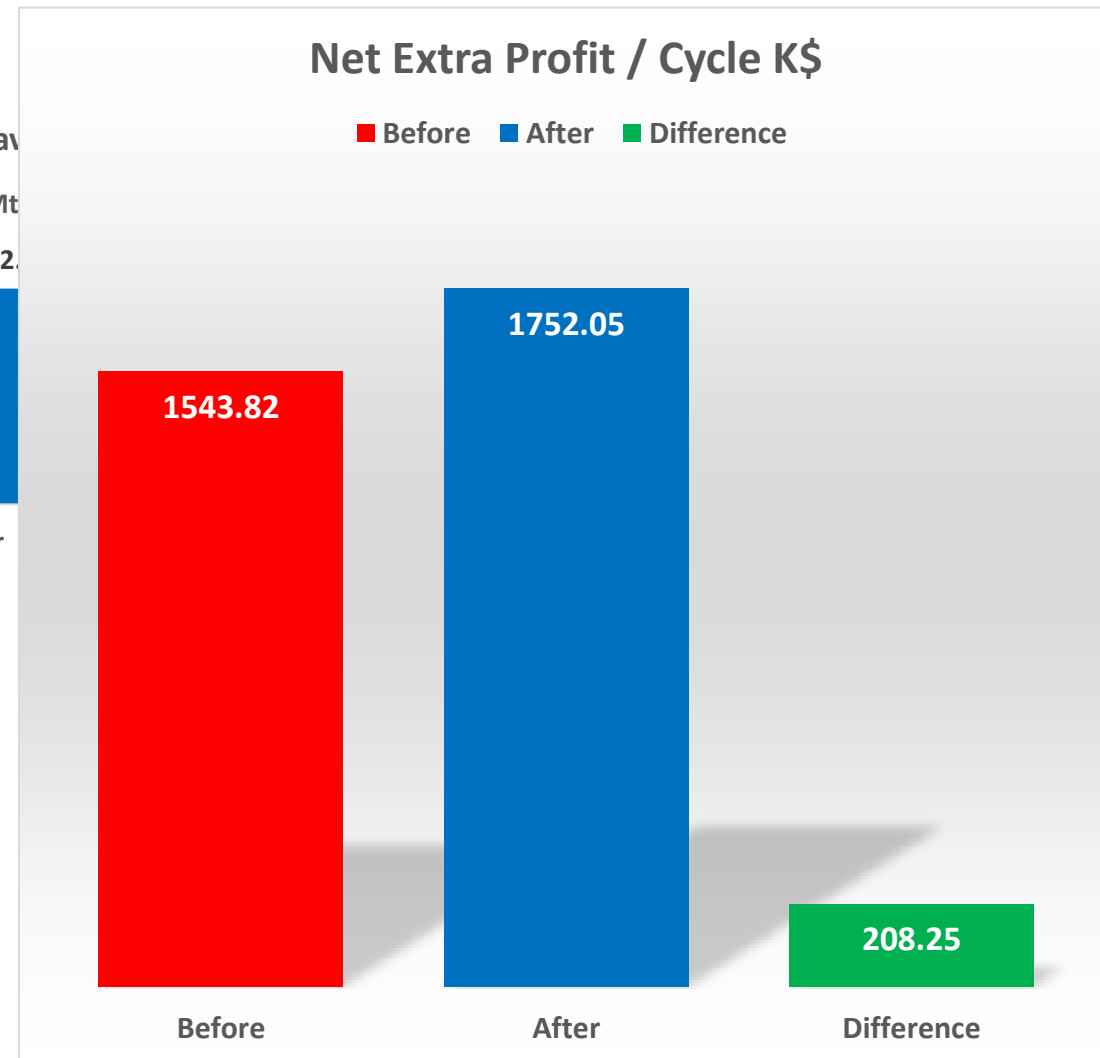
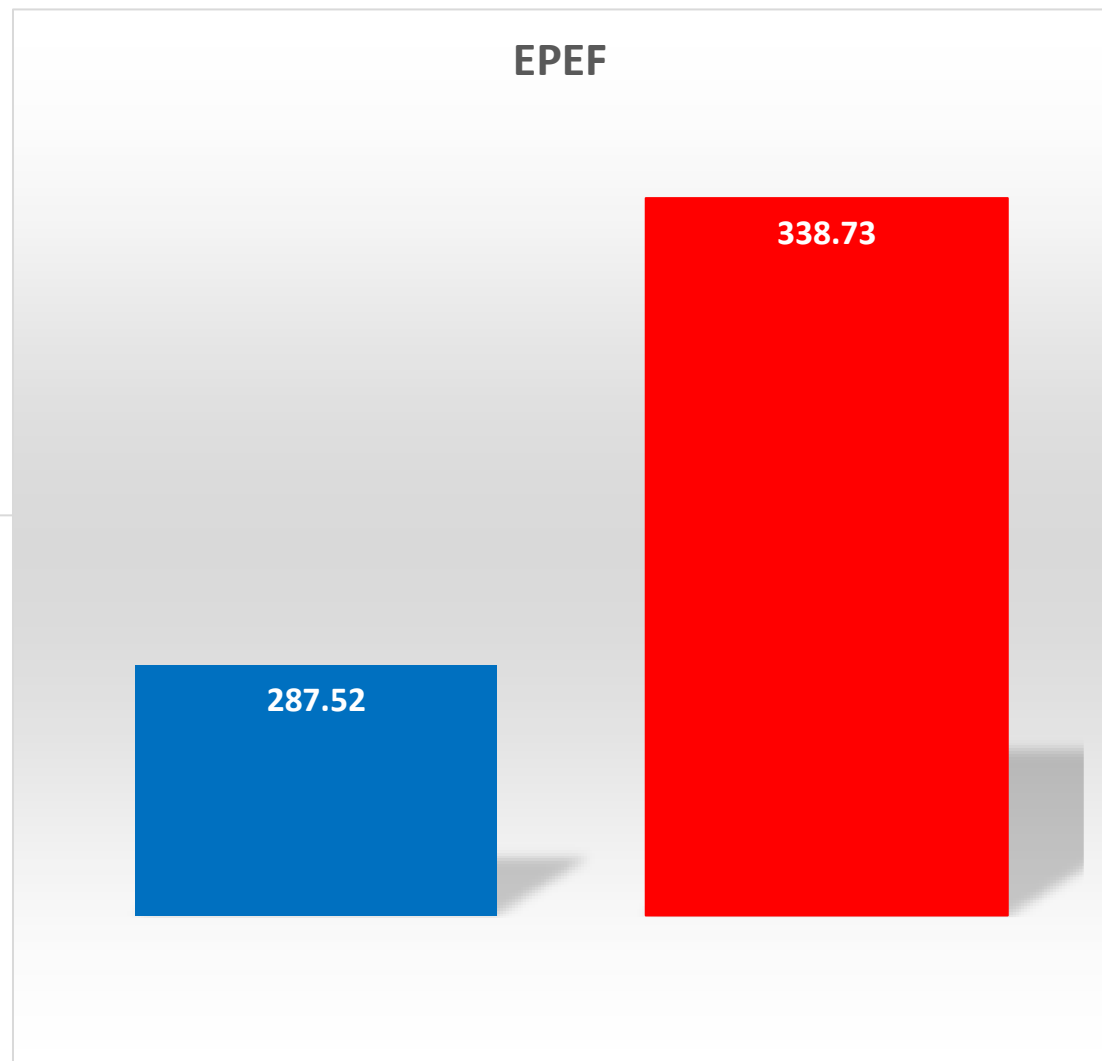


Mortality





Value Proposition



Based on Average production and Performance Numbers / Cycles



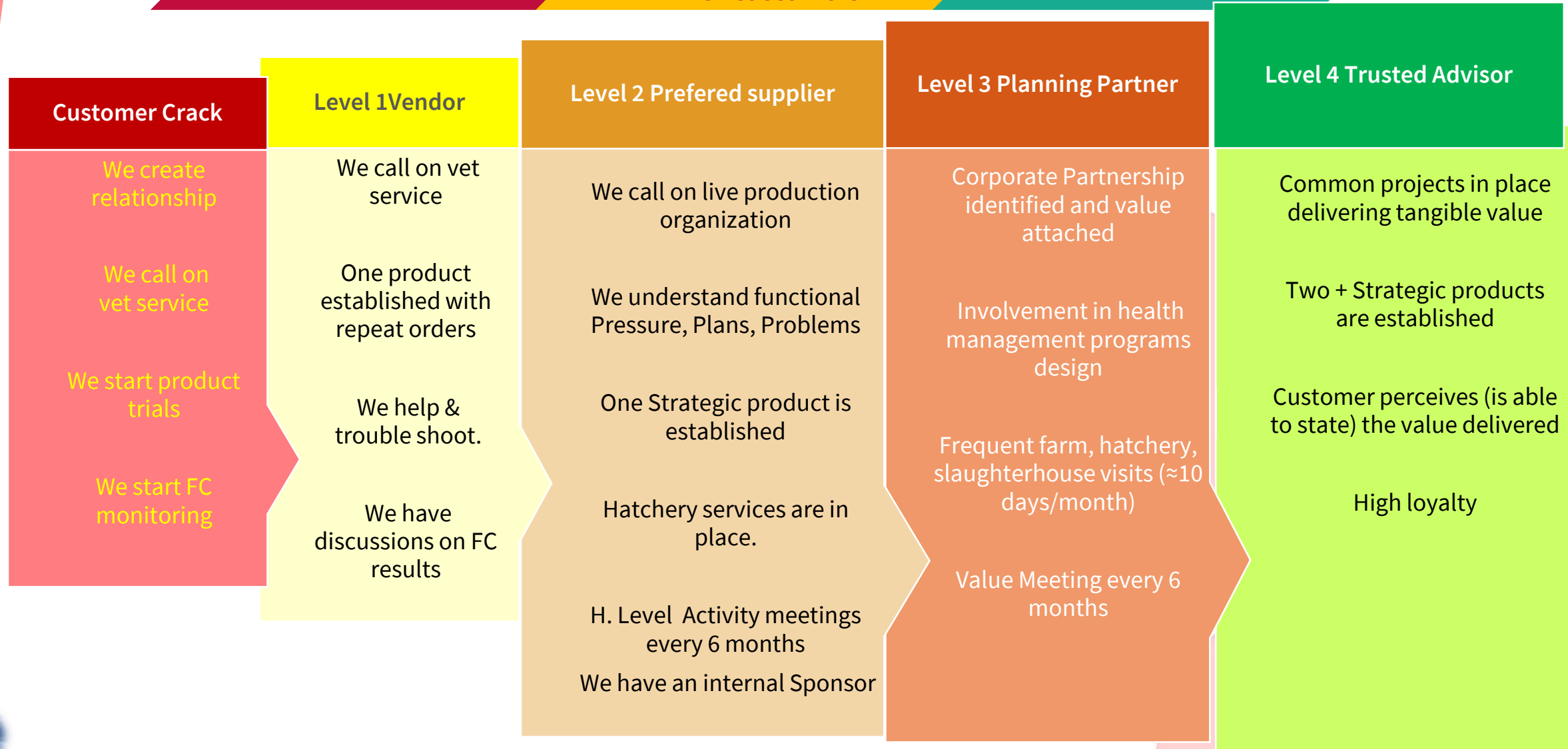


From Product Value to a “New Reference”

Develop relationship & establish Trust

Set up Strategic objectives with customers

Deliver & capture Value





Summary



- Customer service is the professional and helpful support a business offers to meet customer needs, solve problems, and ensure satisfaction, which ultimately drives customer loyalty and business growth.
- Investing in standout customer support strategies is not just a cost but a strategic investment that yields substantial cost savings, reduces churn, drives revenue growth, and strengthens brand equity. These benefits combine to improve profitability and ensure sustainable business success.
- Effective customer service is a powerful driver of customer satisfaction and business growth, while ineffective service can rapidly erode a customer base and harm a company's reputation.
- Differentiating through service transforms your customer interactions into a strategic asset that attracts, retains, and grows your customer base while protecting your business from commoditization and price wars.





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