



Eva Tomášková
eva.tomaskova@law.muni.cz

Marketing for Lawyers
Expectation of clients



Customers want

- if we compare customers from twenty years ago to customers nowadays, we'll find that today, customers want more.
- Customers want:
 - faster service,
 - more convenient service,
 - more flexibility in things like payment plans and options,
 - less time waiting in lines,
 - their problems solved almost immediately.



Expectations x wants

- Wants – customer want to solve his problem
- Expectations are formed from customer experience in the marketplace.



Question

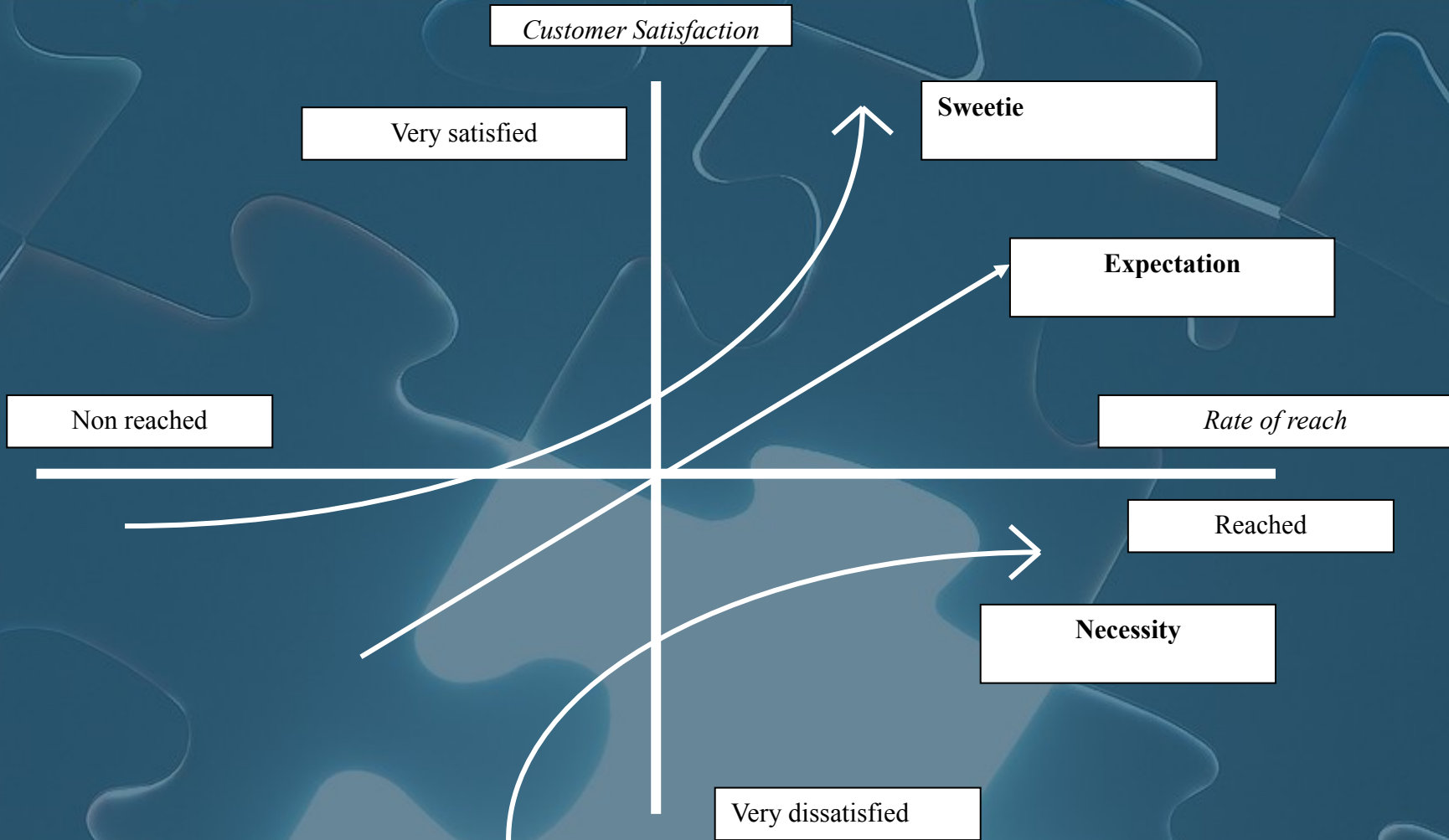
- What expectations are you from the staying in the Czech Republic?
- Are you satisfied?



Expectations

- Past experiences
- Word of mouth
- Customers needs and wants
- Risk perceived
- Price

Kano model





Task

- Describe your experience about customer satisfaction. Present necessity, expectation and sweetie on a product.
- What could be necessity, expectation and sweetie at offering of legal services?



Perceptions

- Informed by total experienced
 - Aspect that can be managed by a company:
 - Offerings
 - Service delivery
 - Appropriate arousal level
 - Cost
 - Aspect that can be influenced by a company:
 - Customers' needs met in the company
 - Importance of the experience to the customers
 - The amount of risk the customer perceives is involved
 - Aspects that cannot be influenced by a company:
 - Pre-experience events (e.g. Transport)
 - Customers' mood
 - Companions (e.g. Argumentative)
 - Post-experience events (e.g. Meal in restaurant on the way home)



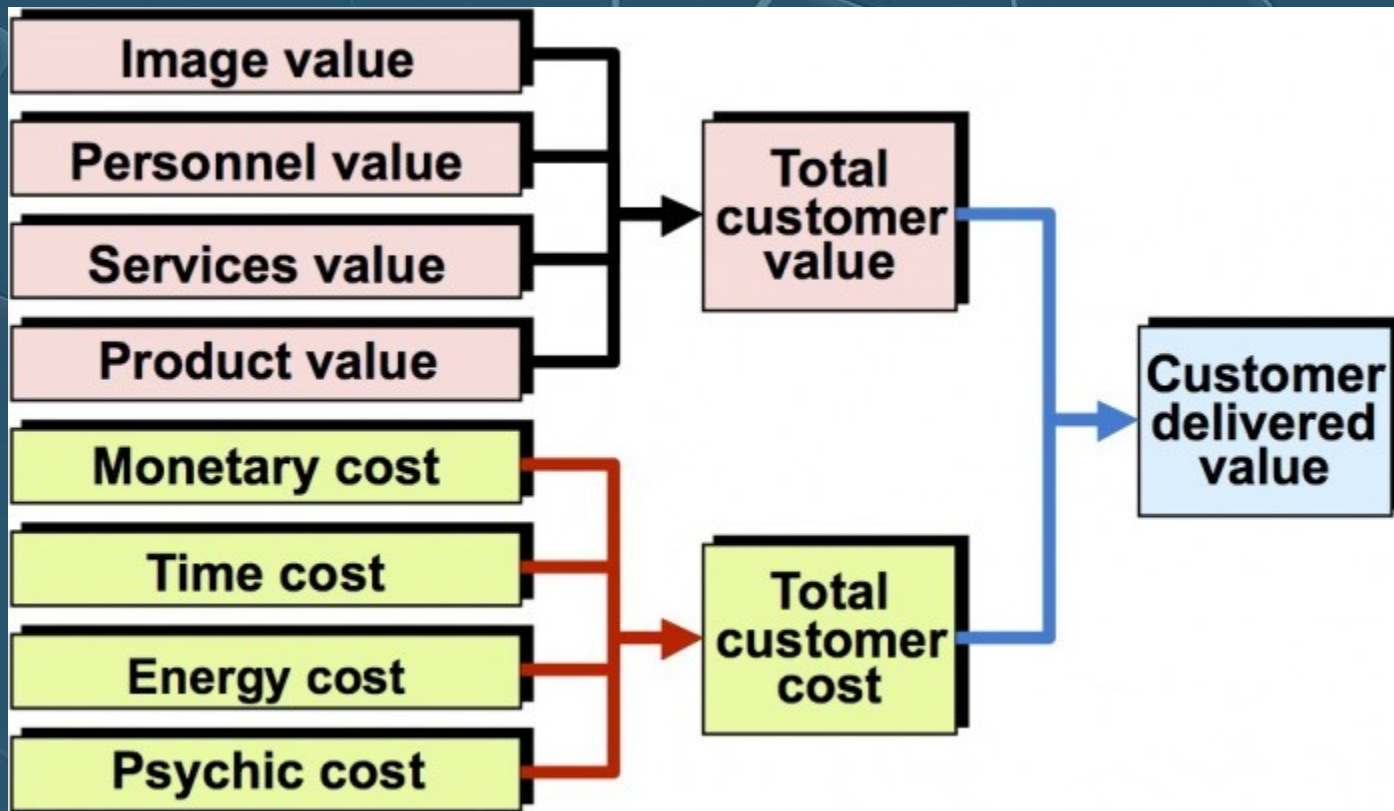
Customer Value

Customer Value:

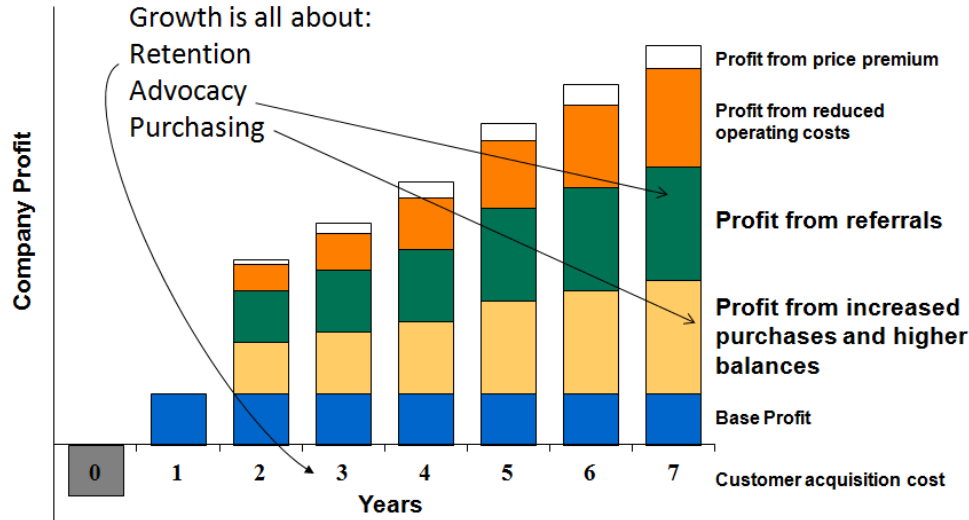
- Product elements
 - Quality
 - Price
 - Time
 - Innovation
- Emotional elements
 - Customer Relationship
 - Customer Services
 - Image of the company



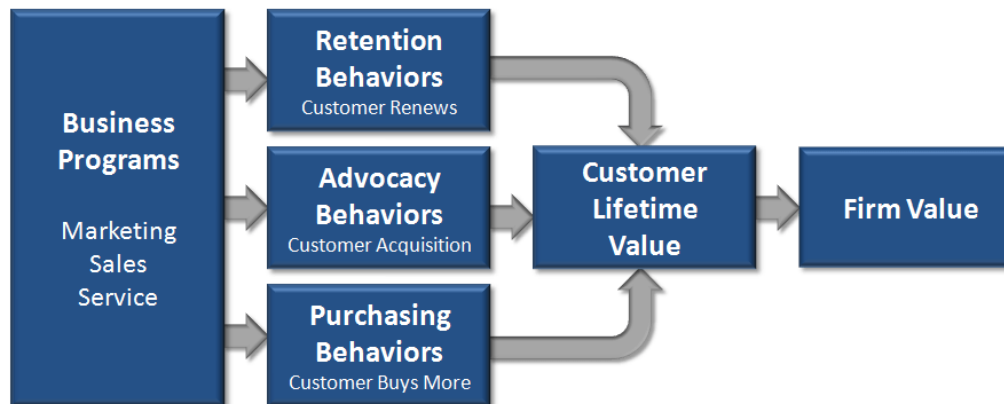
Customer delivered value



Company Growth Depends on Three Types of Customer Loyalty Behaviors



Frederick Reichheld. *The Loyalty Effect*. Harvard Business School Press, 1996



Based on the article by Gupta, et al. (2006). Modeling customer lifetime value. *Journal of Service Research*, 9(2), 139-155.



Barriers of customer orientation

- little emphasis on customers
- unsuitable corporate culture
- attitude of employees
- organizational barriers
- no offer of customer services
- barriers in communication



Conclusion

- Explain Kano model.
- What customer value involves?