

Customer Service Chain of Value

Read your demographics card to get an idea of what your lodge is like.
 Review the Great Expectations worksheet you completed earlier for some ideas.
 Work with your table group to maximize value in each of the 5 links of the Chain of Value

Place

Location	Interior	Exterior

Product

Assortment – Food	Assortment–Activities	Intensity



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Pricing

Price	Benefit	Convenience

Communication

Marketing	Positioning	2-Way

People

Service	Climate	Knowledge