

LIPER

SERVICE MANAGEMENT



LIPER is a product developed and owned by Morell & Partners Ltd and Fredheim International Ltd.

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In a commoditized market, Service Management is the primary tool for competitive differentiation

Most managers know that Service Management needs to be the heart and soul of every competitive service company.

The fact is, Service Management secures your company the necessary competitive edge.

Customer research proves that the key to successful differentiation is the company culture and the ability of employees to provide a unique service delivery

This requires that your company moves from a production focus to one that puts equal and continuous emphasis on applying Service Management principles and developing a unique company culture.

An astonishing fact is that most service companies know this, but only a few have been able to capitalize on the opportunity to realize the potential of improved market shares and financial results.



We offer

We offer a method based on proven and successful operational experience in the Service Management field.

We understand that the key factor is change.

Change integrated in the total commercial concept and proposals for commercial innovation.

Change designed to increase customer satisfaction and profit through your own front line staff.

Change that affects the entire company internally, as well as its external profile and the way it is perceived.

Change that will increase customer satisfaction levels and make competitors try to copy you.



Our method is set up in four steps

- 1.** An assessment of the current situation to capture present internal views on company culture and the quality of service delivery compared to competitors. This is because the company's own views on the current situation are essential.
- 2.** Competition in the market.
- 3.** Overall best practice.
- 4.** A recommendation and action plan.



Essentials for success are

- 1. Close and dedicated cooperation** with top management. A will for change and an understanding of what the power of change can mean to the company in terms of increased market shares and financial results.
- 2. Full access to internal resources** - own operational staff tend to have very good ideas and their knowledge is essential to secure an efficient implementation.
- 3. Speed in the process**, meaning decisions taken as and when needed.
- 4. Financial analyzes** regarding market potentials and cost control.



We deliver

We deliver a dedicated and efficient process and our focus is on the financial results of your company.

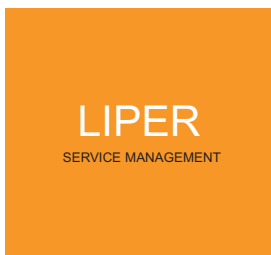
We shorten lead times thanks to our experience, competence and understanding of the business.

We generate value and are a reliable and realistic business partner.

You will find our documentation valuable and useful.

You will find the implementation plan to be realistic and operational, meaning most of it can be handled by own resources.

You will find we are easy to work with because we are “down to earth” and understand all the various perspectives you need to prioritize.



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