



BUSINESS SURVIVAL KIT

הדרך ליתרון תחרותי ארוך טווח

Life In A Glasshouse - Relationships between organizations and customers in the 21th century

Twentieth International Conference
of the Israel Society for Quality
18 November, 2014

20 Years Ago



The White House Office of Consumer Affairs commissioned a study on customer service


One of the interesting statistics revealed was that an unhappy customer might tell twenty or more people about the problem they had with a company.



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כל הזכויות שמורות לדן נועם 

2009



United Airlines breaks Dave Carroll's guitar.


14 millions see the movie on Youtube



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כל הזכויות שמורות לדן נועם  נועם פתרונות מידע

Social Networks



Social networks have changed the balance of power between suppliers and customers.

Customers have access to information, and the ability to express themselves.

Today customers don't look only at price and quality, but at the overall behavior of companies.



Gap's 2010 Logo Fiasco



A Twitter account set up in protest collected nearly 5,000 followers and a "Make your own Gap logo" site went viral on the internet, prompting nearly 14,000 parody versions



"If this logo is brought into the clothing [store] I will no long[er] be shopping with the Gap. Really a bummer because 90% of my clothing has been purchased there in the last 15+ years."


Gap has been forced to scrap an expensive new logo days after its launch



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כל הזכויות שמורות לדן נועם 

The Collapse of Nortel - 2009 - 2013



In the end, customers said they could not stick with Nortel as a “black cloud” formed over the company, raising doubts about its long-term future.


Internet and Social Networks are said to be the best of disinfectants



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כל הזכויות שמורות לדן נועם  **נועם**
פתרונות מידע

Zara - 2014



After an outcry online Zara's parent company Inditex issued an apology and said it had been withdrawn from sale worldwide.

"The garment was available only for just a few hours and sales of the T-shirt have been marginal. The items will be reliably destroyed".



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כל הזכויות שמורות לדן נועם 

רני רהב - 2014



The Marker Magazine - January 2014
"The Rahav Games"
(An Hebrew word play on "The Hunger Games")



מגה ספורט: מעולם לא נכללנו בין הלקוחות של רני רהב

החברה העלתה לעמוד הפייסבוק שלה הבהרה לאחר שעמוד פייסבוק שקורא להחרים חברות שמשרדו של רני רהב מייצג אותן הכליל את מגה ספורט ברשימה

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כל הזכויות שמורות לדן נועם

Quality Today




We need an **"Integrated Quality Management System"** that deals with all aspects of organizational behavior.



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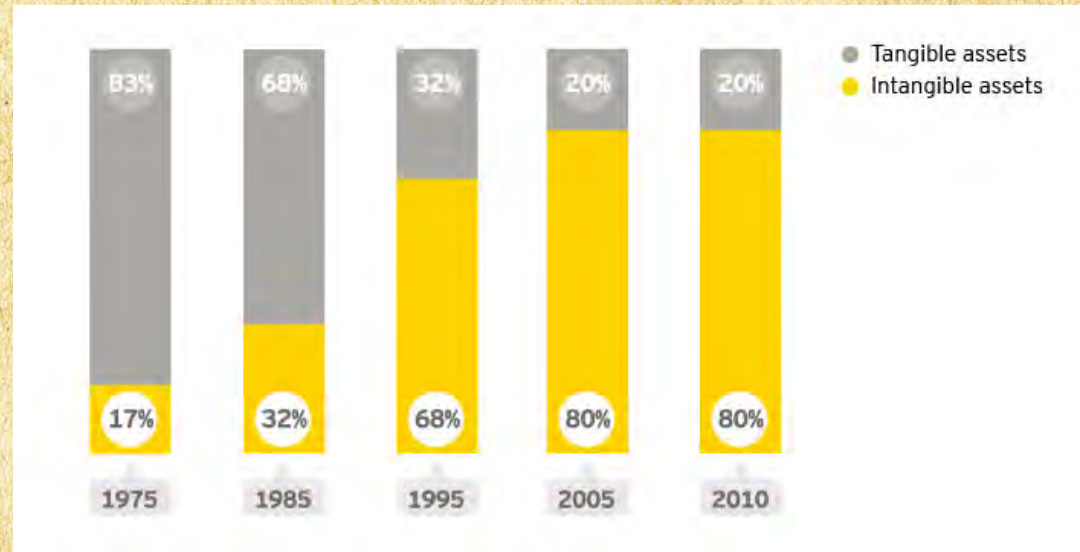
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כל הזכויות שמורות לדן נועם 

Knowledge Assets



Knowledge Assets > Intangible Assets



MARKET BASKET®

"MORE FOR YOUR DOLLAR"



Arthur T Demoulas

Dec. 2013 - 4% across-the-board price cut
23 June, 2014 - Board fires C.E.O. New executives promise to "squeeze more profits".



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כל הזכויות שמורות לדן נועם  **נועם**
פתרונות מידע



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23 June, 2014 - Board fires C.E.O. New executives promise to "squeeze more profits".

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16 August, 2014 -Customers' rally

27 August, 2014 -Arthur T. reaches a deal to buy the company



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כל הזכויות שמורות לדן נועם 

Knowledge Assets

Quality
Reputation
Uniqueness

Structural
Capital

Human
Capital

The firm does not
actually own it

Relationship
Capital

Motivation
Engagement

Loyalty

Social
Capital

Virality



My Online Presence

❖ dan@noaminfo.com כתובת המייל שלי:

❖ האתרים שלי:

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❖ [ניהול נכסי ידע ארגוניים](#)

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כל הזכויות שמורות לדן נועם 