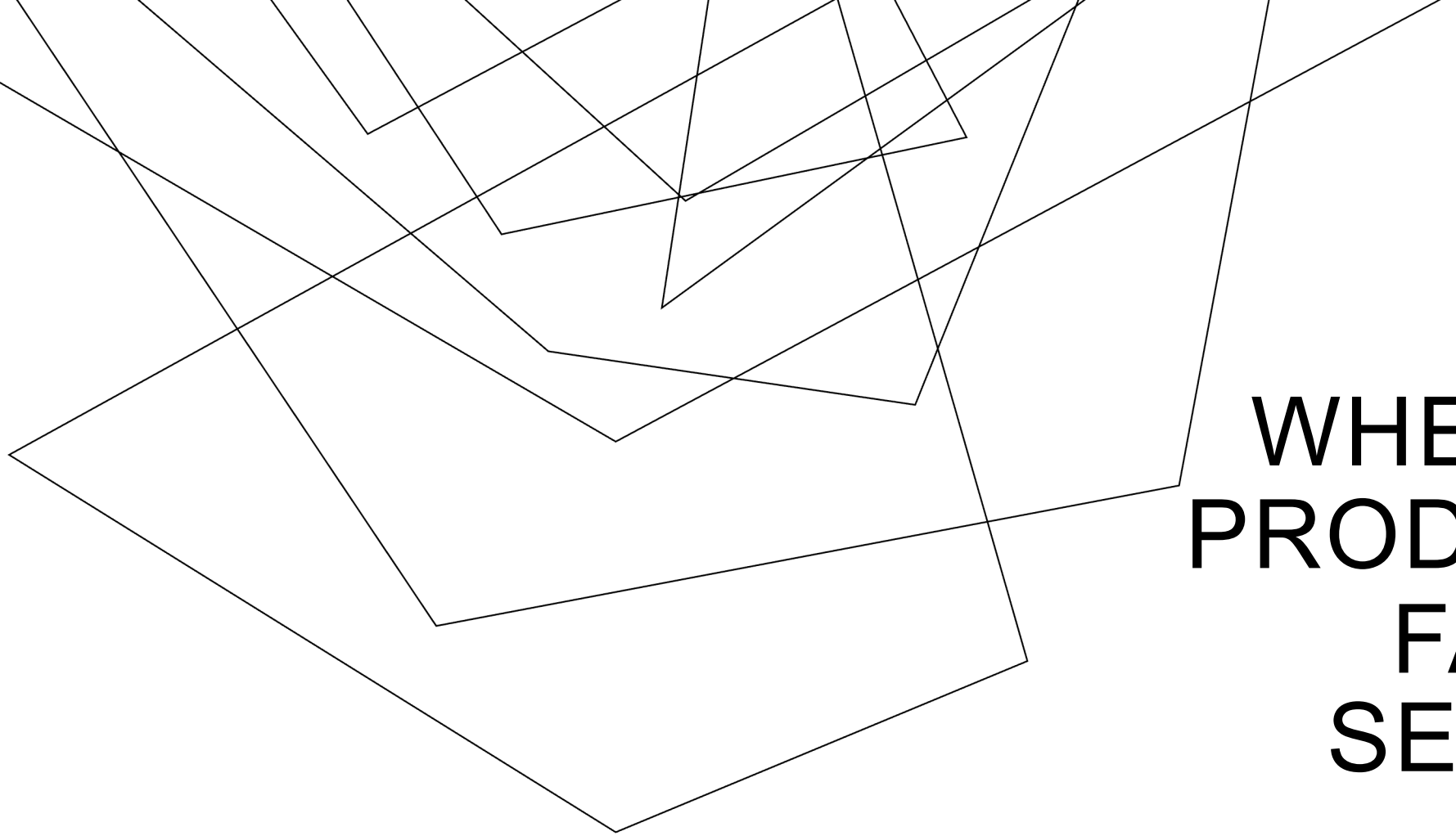


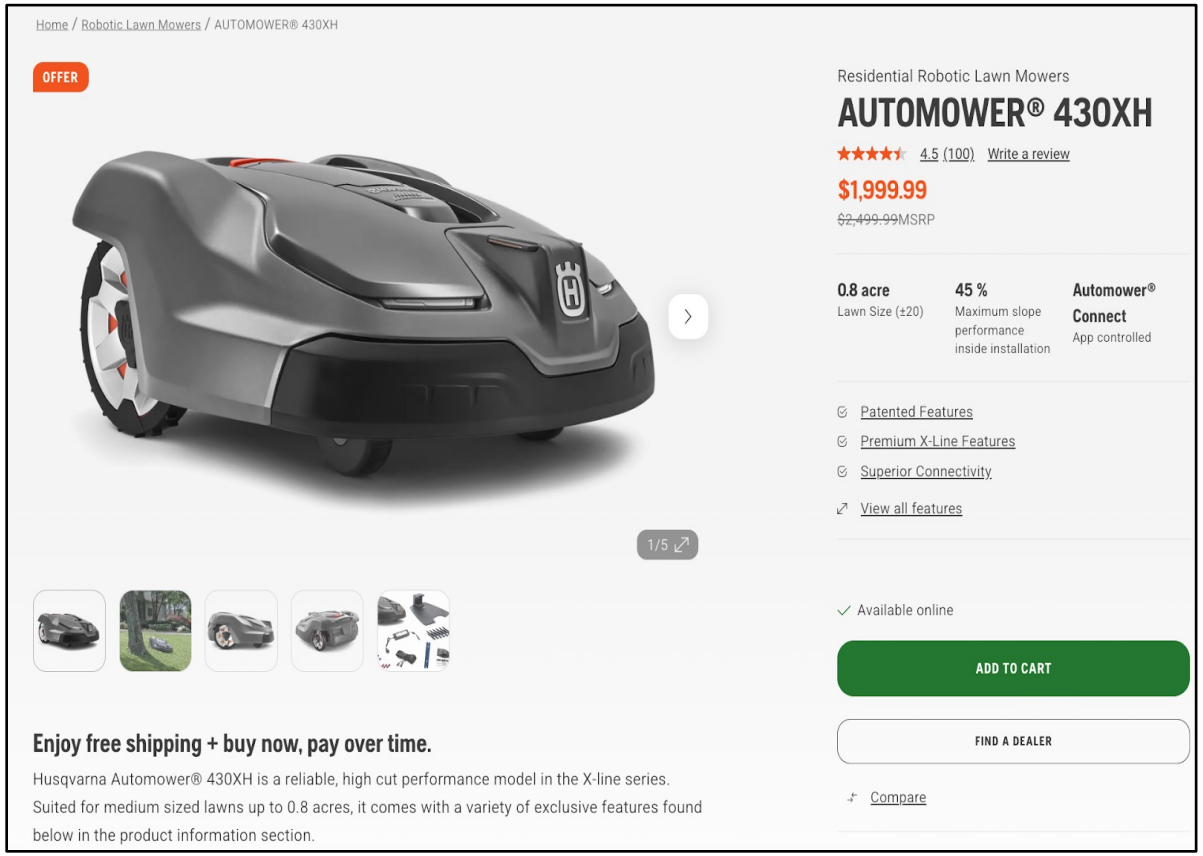
WHEN YOUR PRODUCT IS IN FACT A SERVICE

A WORKING SESSION AND DISCUSSION

AGENDA

- Product vs Service
- Ownership
- Where does the Product Management fit in?
- Winning strategy for PMs

PRODUCT VS SERVICE



DIY

yardnique | a family of trusted landscape brands

Quarterly plans and monthly walk-throughs

Each quarter, your account manager will outline the steps necessary to maintain t
include mulching, pruni
all tasks are identified, y
walk-through to make s
each task properly, on t

When you partner with
critical landscape beau
quarter in addition to re

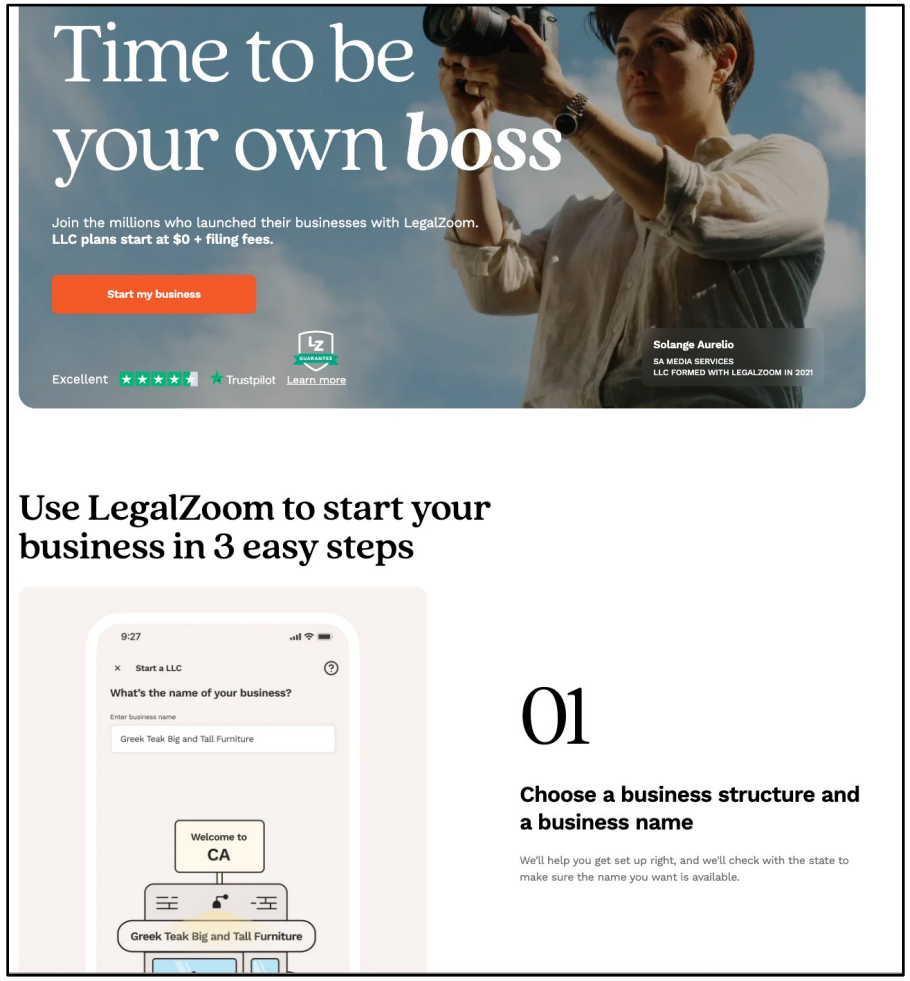
We're serious about accountability

Take the guesswork out of landscape planning and hold your landscape team accountable. Collaborating with your management team, we will identify all tasks necessary to maintain the long-term health of your outdoor spaces.

All tasks outlined in the quarterly plan are tracked monthly with status always available through syncscape™, our exclusive online customer portal.

Let the pros handle it

PRODUCT VS SERVICE



- DIY
- Ease of use

- Let the pros handle it
- Peace of mind

SETTING THE STAGE

Traditional Product Org	Service based Org
The product ‘IS’ the software / widget	The product is the entire client journey and service delivery
Product Management ‘IS’ the business	Technology is the enabler
PM defines the: Why, What, How much, Who to sell to	Multiple business owners (Service, Fulfilment etc)
Product Success predominantly lies with PM	Product success lies with Service teams primarily

GOALS AND OWNERSHIP

WHAT SHOULD PM OWN?

Product in charge of ‘Business of the service’

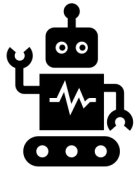
and that makes the job even more fun !!

Customer feedback

Customer delight

P&L

Service Offerings



Service Automation

Product updates

PARTNER AND WIN - JOINTLY

- Make Service team be the Hero
  - Make the service experience better
  - Refine and improve SLA
- Turn the cost center to a revenue center
  - Enable cross-sell
  - Build product tiers that enable Service revenue
  - Automate the commodity work - Generate value added services

THANK YOU

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