

THE ITCHES & THE RULES

[% of consumers who used that rule]

Which?



MAKE YOUR CHOICE

WHICH? ITCH declares you have to decide what is best for you.

The **WHICH** rules are:

- *Plan for your needs.* 19%
- *Decide what you want.* 19%
- *What's it worth to you?* 61%

Niche



BE IN THE KNOW

NICHE ITCH is about your position - your place in relation to others and your responsibilities.

The **NICHE** rules are:

- *Understand the system.* 33%
- *Tap into the expertise.* 25%
- *Know your role.* 24%

Pitch



SELL YOURSELF

PITCH ITCH means you have to sell yourself to the service provider.

The **PITCH** rules are:

- *Ask for what you want.* 62%
- *Make them listen to you.* 20%
- *Tell your story.* 5%

Bewitch



ENCHANT THE SERVICE PROVIDER

BEWITCH ITCH describes how to cast a spell on your server. Smile, laugh, and bestow tons of praise upon them.

The **BEWITCH** rules are:

- *Charm them.* 48%
- *Act the part.* 24%
- *Let them WOW you!* 15%

Hitch



BUILD CONNECTIONS

HITCH ITCH encourages the development of connections, contacts, and friendships to establish relationships with people who will provide top quality service now and in the future.

The **HITCH** rules are:

- *Make a friend.* 27%
- *Everyone knows your name.* 17%
- *Expect great service.* 51%

Enrich



GET TIME ON YOUR SIDE

ENRICH ITCH helps you save time and enhance the service encounter. As a favorite customer, you want to enrich your experience. The old saying “a **stitch** in time saves nine” suggests if you put forth a timely effort now, it will prevent more work later.

The *ENRICH* rules are:

- *Informate.* 11%
- *Speed counts.* 20%
- *Be out of sync.* 25%

Glitch



STITCH THE PROBLEM - FIX THE BUG

GLITCH ITCH says there are bugs in the system that need worked out.

The *GLITCH* rules are:

- *Help wanted.* 34%
- *Let me help.* 4%
- *Stop the twitch.* 20%

Bitch



COMPLAIN

BITCH ITCH conveys the need for consumers to complain.

The *BITCH* rules are:

- *Complain right.* 25%
- *Insist and persist.* 36%
- *Give them a chance.* 22%

Snitch



TELL OTHERS

SNITCH ITCH helps fellow consumers as well as helps the organization improve their service by taking your concerns to a higher level.

The *SNITCH* rules are:

- *Go to the top.* 14%
- *Create a buzz.* 29%
- *Document everything.* 11%

Ditch & Switch



LEAVE & FIND A BETTER SERVICE PROVIDER

DITCH & SWITCH ITCH is the last resort *ITCH*. If you have tried the other *ITCHES* and the service provider is still not giving you quality service, then you unfortunately have to fire your service provider.

The *DITCH & SWITCH* rules are:

- *Vote with your dollars.* 10%
- *Let it go.* 9%
- *Learn from your experience.* 26%