

2. Services

In the range of services for company members, the intensity of services increases when they move from “collective” answers to individual cases.

Under services, we understand the provision by the employers’ organisation to advice, cater for individual companies, which, up and above a collectively phrased need, may have an additional individual need.

The outcome of services is that company members view the employers’ organisation as a trusted provider of individual support. The qualities of services in general such as precision, alertness, client understanding, solution orientation, rapidity and apply fully.

The outcome for the employers’ organisation lies in increased opportunities for membership. Individual contact and solutions create a basis for long term membership.

