

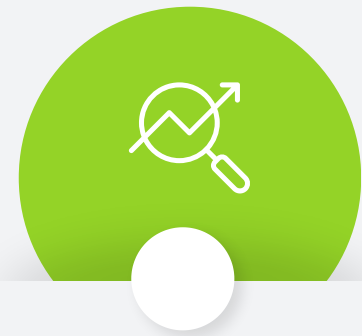
# Advanced Fluorescent Microscope Service Contract

Launch a scalable and profitable service contract offering to enhance customer uptime, set the company apart in the advanced microscopy market, and generate recurring revenue.



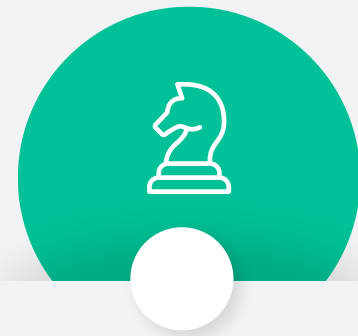
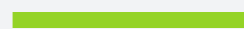
# Q1: Discovery & Definition

Goal: Validate customer needs, define value proposition, and establish the service architecture.



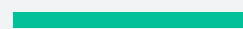
## Customer & Market Discovery

Conduct interviews to map pain points around downtime, maintenance predictability, and support responsiveness.



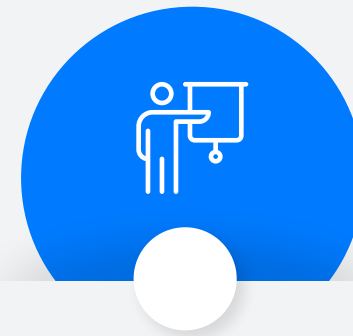
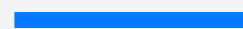
## Competitive Benchmarking

Analyze service contract models across major microscopy vendors to identify whitespace and pricing opportunities.



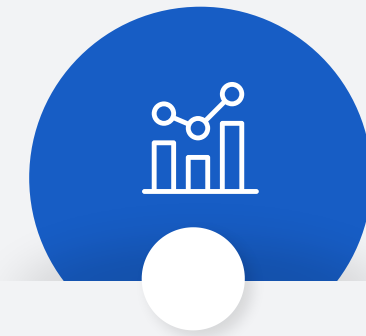
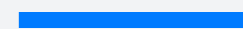
## Service Contract Definitions

Align with field service engineering on feasible contract components (preventive maintenance cadence, calibration, response windows,).



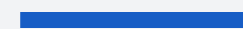
## Early Financial Modeling

Partner with finance to estimate labor costs, margins, and regional delivery constraints.



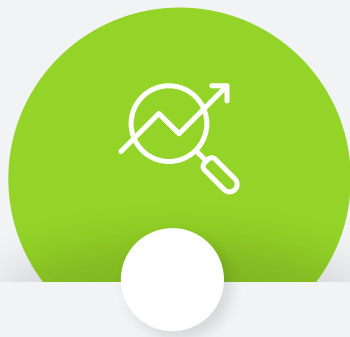
## Tiering Strategy Draft

Define early hypotheses for "bronze / silver / gold" contract tiers based on differentiated value



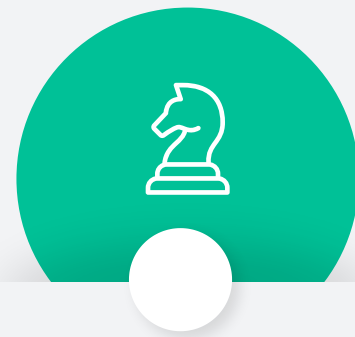
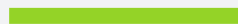
## Q2: Pilot & Validation

Goal: Validate the offering through a controlled pilot and refine operational workflows.



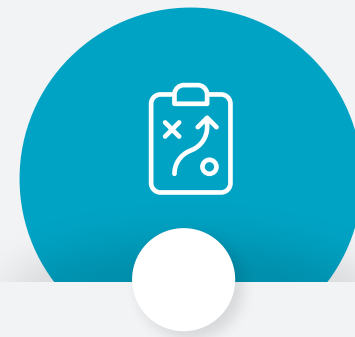
### Pilot Program Execution

Launch with 3–5 strategic customers to validate contract value, workflow friction points, and pricing acceptance.



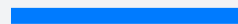
### System Integration

Configure CRM/ticket routing, SLA tracking, and asset management fields to support contract delivery at scale.



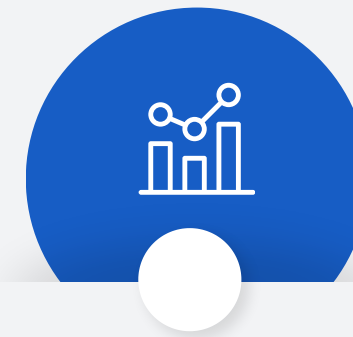
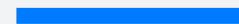
### Technician Enablement

Build onboarding playbooks, PM checklists, troubleshooting guides, and certification requirements for field teams.



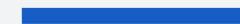
### Pricing & Tier Refinement

Update based on customer willingness-to-pay, pilot utilization, and cost modeling outcomes.



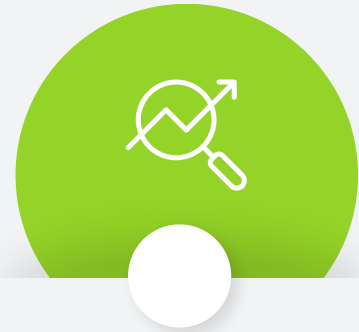
### Marketing Asset Drafts

Create initial one-pagers, value props, SLA matrices, and visual tier comparisons.



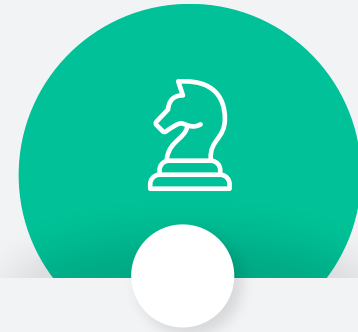
# Q3: Build, Scale & Pre-Launch

Goal: Finalize offering, prepare operational teams, and build customer-facing infrastructure.



## Contract Tier Finalization

Lock BRONZE / SILVER / GOLD tiers, including SLA details, parts coverage, and remote monitoring capabilities



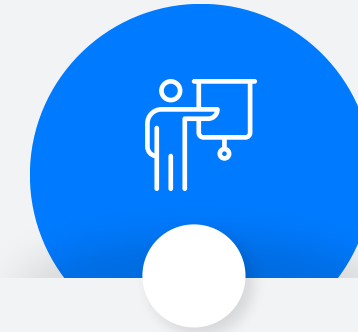
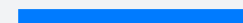
## Operational Readiness

Confirm regional capacity, spare parts availability, escalation paths, and training completion across service teams



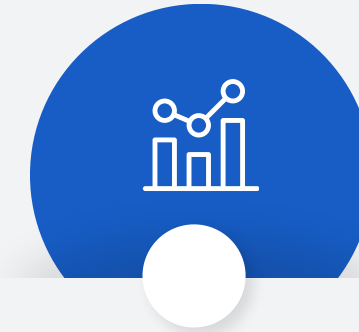
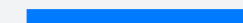
## Customer Portal & Reporting

Build or refine portal functionality for service history, PM reports, and ticket submission



## Sales Enablement

Deliver value-based selling training, objection handling, and contract configuration guidance



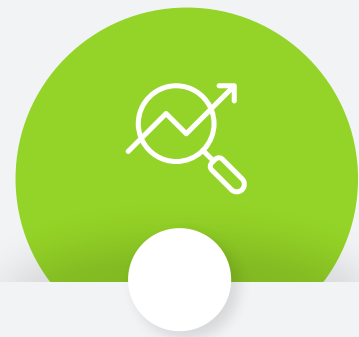
## Pre-Launch Review

Validate technical, operational, legal, and financial readiness.



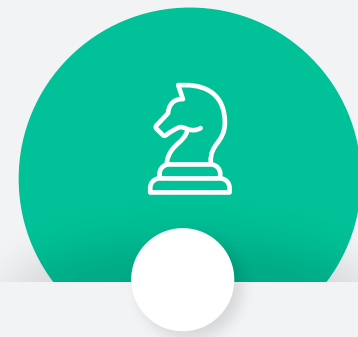
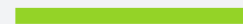
# Q4: Market Launch & Optimization

Goal: Launch the product, drive adoption, and optimize based on real-world performance.



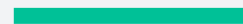
## Market Launch

Publish marketing materials, update website, activate sales motion, and begin quoting.



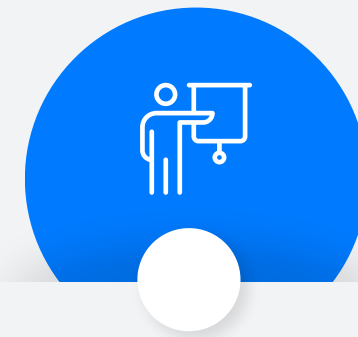
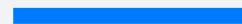
## Customer Onboarding

Standardize welcome workflows, PM scheduling, site-readiness requirements, and ROI messaging



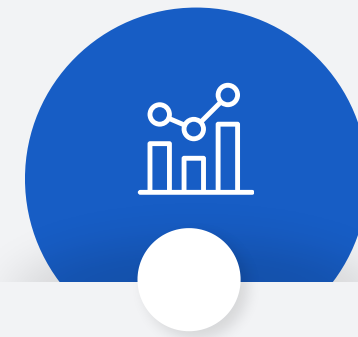
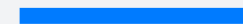
## Performance Monitoring

Track contract attachment rate, SLA adherence, customer satisfaction, and operational utilization



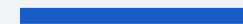
## Continuous Improvement

Prioritize enhancements (contract extensions for older systems, expanded remote diagnostics).



## Future Development

Begin planning for Year 2 product extensions



# Cross-Functional Stakeholders



# Risk Areas

## Operational

- Insufficient technician coverage to meet SLAs
- Inconsistent PM delivery leading to variability in customer experience
- Spare parts shortages extending downtime

## Technical

- Remote diagnostics incompatibility on older microscope systems
- Software updates affecting system stability
- Calibration drift not captured accurately



## Customer & Market

- Misalignment between pricing and perceived value
- Confusion about parts/consumables coverage
- Resistance from customers used to pay-per-service models

## Business

- SLA overcommitment reducing margins
- Underestimating travel costs or time required for high-touch systems
- Difficulty scaling specialized expertise into new regions