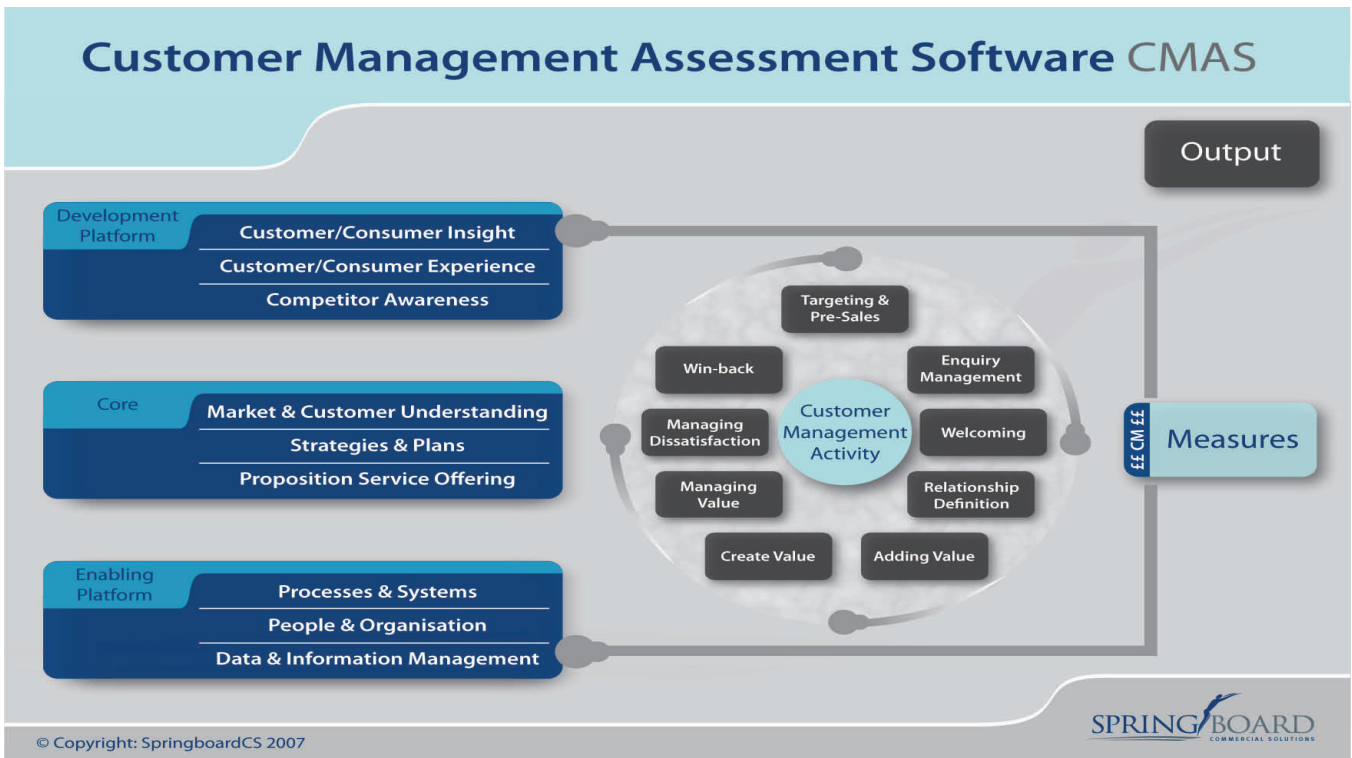


Customer Management Assessment & Benchmarking

What is it ?

- A benchmarking programme, using a ‘good practice’ model of organisation wide customer management (CM) and circa 350 standards.
- Within the process, management are interviewed, staff are accompanied and appropriate documentation reviewed.
- A selection of key customers are also interviewed.
- Via targeted questioning it identifies both the organisations intentions (what they think they are doing) and also the effect their actions are having in reality.
- A clear ‘stake in the ground’ s to current performances produced and provides the start point for any development programme that involve or touches customers.

The Springboard CM model and software programme

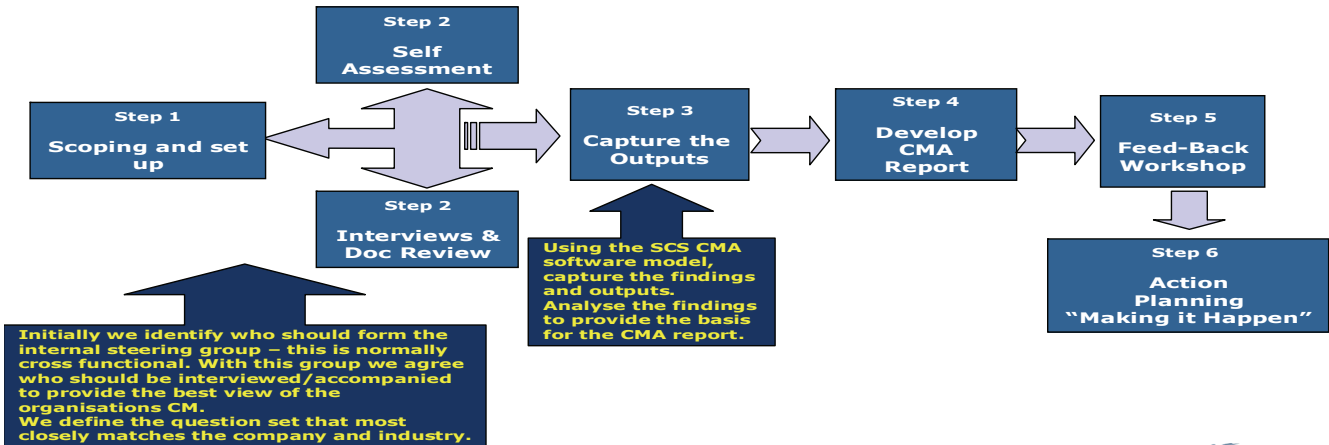


**Improving your customer management
for bottom line growth**



How Does It Work?

Our team of consultants commence the structured interviewing process, the consultant team capture the outputs in report form and undertake a feed-back workshop. This is the opportunity to discuss the positioning of the org vs the "good practice" and (if selected) the peer group companies. This is shortly followed by an action planning workshop to develop the findings from the feed-back workshop. In essence a "making it happen" session.



What you get

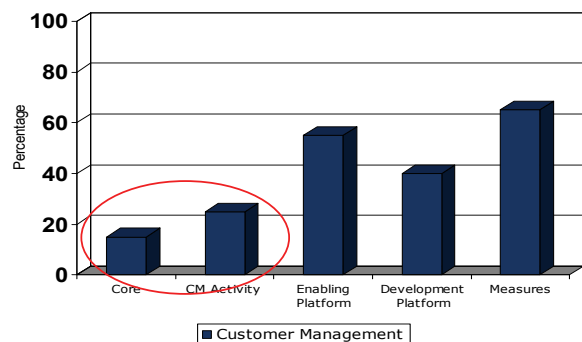
- An organisation wide view of how good you are at Customer Management.
- Identification of the quick wins and big prize areas that release profit opportunities for the organisation.
- A CM road map to guide your development team toward quick release profit opportunities.
- Interactive feedback presentation & workshop
- A comprehensive and detailed report.

Example Outputs

ROAD MAP

CM Elements	Day 1 to 3 months	3 to 6 months	6 to 12 months	Long Term
Core	Burning Platforms:- Areas that are currently destroying customer value and impacting upon the organisations ability to compete.	Quick Wins:- Anything that can be accomplished without significant resource or budget requirement. Elements that can quickly enhance the organisations customer management and competitive advantage	Big Prizes:- Are more strategic in nature, they will require budget, resource allocation and are likely to take longer to implement. (As indicated Big prizes are likely to form many of the key elements within the route map).	Strategic Initiatives:- Strategic in nature, they will require senior management consensus and commitment. Resource and budget will be needed and may form the platform for customer management driven change.
CM Activity				
Development Platform				
Enabling Platform				
Measures				

Customer Management:- Positioning



Improving your customer management for bottom line growth

