

Activity Optimization

Matching new and current activity to your resources, priorities and strategies

Any Change Programme is going to generate incremental activity which will be on top of an existing portfolio of initiatives and projects that are already underway.

Our experience shows that Customer Management is one of the areas where 'initiative overload' is most prevalent. It also shows that much of this activity is not directed at achieving the strategies and objectives of the organisation. And many of the key strategies are found to have very little

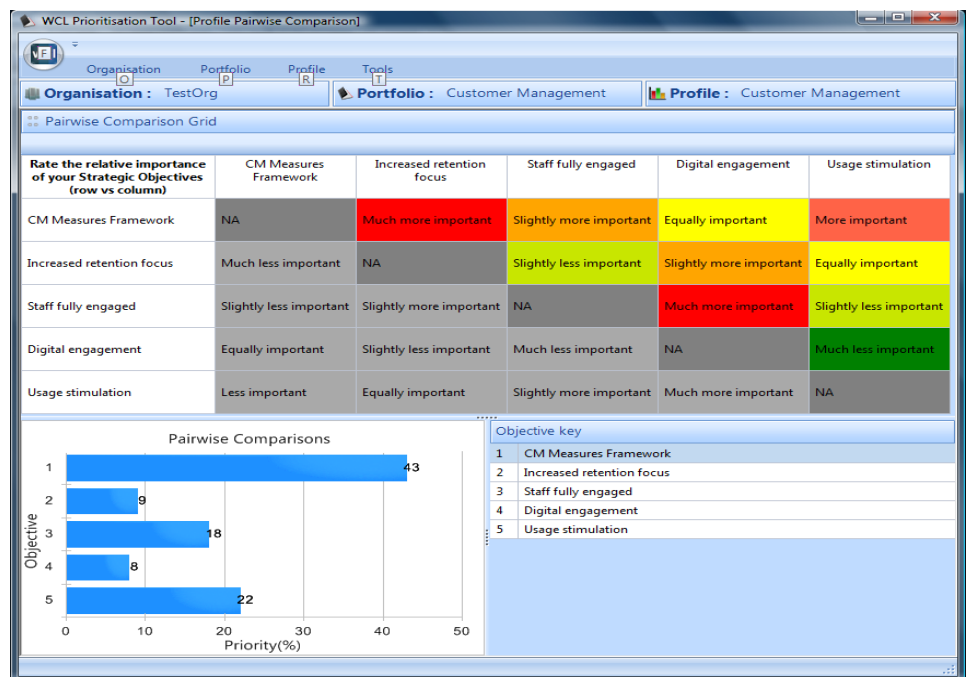
activity directed at them. The Customer Framework Activity Optimization module takes the activity generated by the proposed programme, along with all current initiatives and does three things. Firstly it facilitates a matching of activities to Customer Management objectives identifying those objectives that are over or under-covered by activity.

Secondly it enables a 'pair-wise' prioritisation of each objective to understand the key Customer Management focus areas.

Thirdly it identifies all of the initiatives, whether part of the proposed programme or already under way, that are not directed at achieving the important business objectives.

The result is an optimized change programme and often some searching questions about current activity.

| ID | Name | Main Objective | CM Measures... | Increased rete... | Staff fully enga... | Digital engage... | Usage stimulat... |
|-----|----------------------------|---------------------------|----------------|-------------------|---------------------|-------------------|-------------------|
| 002 | Customer Value Analysis | Increased retention focus | Very high | Very high | Low | High | High |
| 003 | Internal Communication | Staff fully engaged | Low | High | Very high | Medium | High |
| 004 | Customer Segmentation | Increased retention focus | Medium | Very high | High | Low | Medium |
| 005 | Contact Strategy Develo... | Increased retention focus | High | Low | Medium | None | Low |
| 006 | Scorecard Construction | CM Measures Framework | Very high | Very high | Medium | Low | None |
| 007 | Website upgrade | Digital engagement | Low | Medium | None | Very high | |
| 008 | Digital Research | Digital engagement | Low | None | None | Very high | |
| 009 | Advanced training | Staff fully engaged | None | Very high | Very high | Low | |
| 010 | Training Needs Analysis | Staff fully engaged | Low | High | Very high | Medium | |



The Customer Framework™ is a portfolio of Tools, Replicable Methodologies and Unique Intellectual Property deployed by a network of Expert Practitioners who support large organisations in delivering their Customer Management activity effectively and efficiently.

It is based on an ethos of robust but lean solutions to client challenges backed up by thought leadership, constant innovation and validated best practice from across the globe. Every tool and methodology has been used multiple times in blue-chip clients. They integrate around a widely accepted model of customer management and a flexible deployment process.