

# 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

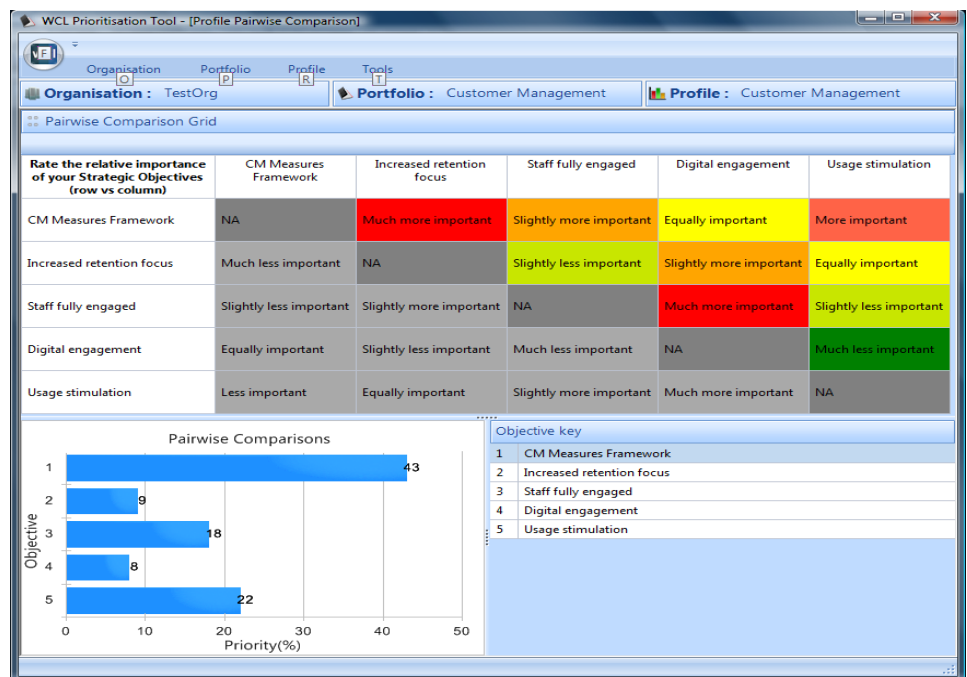
activity directed at them. The Customer Framework Activity Optimization module takes the activity generated by the proposed programme, along with all current initiatives and does three things. Firstly it facilitates a matching of activities to Customer Management objectives identifying those objectives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