



Customer Focus Program (CFP) is an organization initiative to retain important customer accounts and ensure a sustained level of revenue and profit contribution from such high performance accounts year on year.

SIIPL ERRC provides a well defined framework for creating a customer focus program that intensifies deployment of organization resources on important customer accounts and also assigns a higher priority to a certain category of high performance customer accounts.

Customer need	It is always less expensive to retain customers rather than acquiring new ones. As the organization grows, customer expectations change constantly and need to be constantly monitored to ensure revenue and profit retention from such key accounts. Organizations are also challenged by customer churn when sales professionals quit and hence they want to build systems to counter the same. Lastly a customer can have several organizational touch points and a consistent customer experience and attitude is very important to retain customers – this needs orientation of all customer-facing staff and institutionalizing such practices through proper systems and measures.
How SIIPL ERRC can help	SIIPL ERRC has expertise in helping companies establish / adapt / innovate customer care and relationship practices through the SIIPL-CFP framework. SIIPL ERRC will work with executive sponsors and key customer facing staff / managers to design / implement the framework, process and review mechanism. Typical areas of implementation include sales & marketing, customer interaction, service delivery, partners & alliances, talent management and systems and process related to customer care/focus.
Scope and Deliverables	<ul style="list-style-type: none"> <li>- Customer Focus Program orientation workshop</li> <li>- Customer Focus Program framework</li> <li>- Customer Focus Program process</li> <li>- Implementation support and live case workouts</li> <li>- Inputs for definition and automation of process</li> </ul>
Customer responsibility	<p>Project brief and filling up pre-qualification questionnaire</p> <p>Access to market, sales, order management, alliances, partners and customer data</p> <p>Availability of key decision makers for focus group discussions</p>
Engagement approach	SIIPL ERRC uses a combination of ½ day workshops followed by workouts to expedite the process. A complete exercise can take upto 4-6 months to complete and customers can also opt for a DIY model wherein SIIPL only audits/reviews the system implementation post its study and recommendations.
Special Services* (Optional)	<ul style="list-style-type: none"> <li>- CRM system design / integration</li> <li>- Setting up of SLAs within account team and delivery teams</li> </ul>

	<ul style="list-style-type: none"> <li>- Customer Focus groups</li> <li>- Bid management support</li> <li>- Research (primary and secondary)</li> </ul>
Service Reference	SI IPL-ERRC-CFP-2009-11
Pricing	On request
Additional information	For a complete range of SI IPL ERRC Services, please visit <a href="http://www.siiplconsulting.com/ERRC">www.siiplconsulting.com/ERRC</a> or email us at <a href="mailto:errc@siiplconsulting.com">errc@siiplconsulting.com</a>

\*Offered through our Specialist Services Partners

## About Strategic Interventions India Private Limited

Strategic Interventions India Private Limited (SI IPL) is a business and operations advisory firm that is positioned as an organizational catalyst. Incorporated in 2003, it has worked with more than 50 customers from India, US and Singapore on various business, functional and domain aspects in select industry verticals such as manufacturing, healthcare, financial services, ICT & Education, Infrastructure and Retail.

SI IPL specializes in offering growth and change management consulting through its business life cycle services, functional problem solving through functional life cycle services, business transformation and outsourcing through its business transformation services and offers Executive coaching services through its Executive focus services as well. SI IPL projects typically span 6-36 months with clearly laid out milestones and deliverables. All SI IPL engagements involve ongoing knowledge transfer and training to maximize benefit to customers.

## About SI IPL-ERRC

SI IPL ERRC is a special business value initiative primarily aimed at MSME (Micro, Small and Medium enterprises) with a comprehensive range of rapid deployment services that are offered through a combination of inbound (at SI IPL office) and outbound (at customer location) to suit short to mid term needs of such enterprises.

Key service groups offered by ERRC include Consulting, Training, Sourcing, Research, Mentoring and Financial advisory. All the services are paid services and are competitively priced and very affordable. SI IPL ERRC also offers an on-demand model that is uniquely suited to MSME needs for very short term needs (typically less than 1 week) using a DIY approach that combines powerful learning tools and an offline support process to keep costs low for MSME companies.

SI IPL ERRC uses a unique Workshop + Workout method which uses small focus groups of decision makers to put the plan together. SI IPL ERRC has its internal desk research capability that is used to pull together basic secondary research data for the plan. SI IPL ERRC has a team of senior functional / subject matter specialists who can be called in for short consultations (telephonic and face to face) during the process to resolve any knowledge gaps. The unique model helps keep costs low for the entrepreneur / organization and also helps build their skills using DIY (do it yourself) techniques for real time knowledge transfer during the consultative process.

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