



Going Nowhere trying to do 3 Jobs at once?

Maybe it's time to bring in some help.

ICD Performance Coaching for 'Customer Management' Additional Help Without the Headaches

We are all experiencing '**extraordinary**' times with our economy in turmoil. Organisations in all sectors are having to adjust to real pressures on their ability to maintain profits, cash flow and continuity of service to customers. Some difficult decisions arise about how to deal with:

- ◆ Disappearing consulting and discretionary budgets
- ◆ Losing key staff to reduce costs
- ◆ Trying to maintain company profitability and income
- ◆ Restructuring to gain efficiencies

In the face of all this, your customers still require you to operate business as usual, and some important projects have to go on. At the moment for most managers it feels like trying to do 3 jobs!! The ICD Partnership fully recognises the current situation and in response has reshaped its coaching and consultancy proposition to allow senior individuals access to and engagement with a pool of **customer management experts** at times and on terms which suit them, with **no pressure** to engage in large-scale, expensive projects.



Managing the Customer Experience is still on Management agendas irrespective of the sector as in these hard times, it is essential that companies keep existing customers and if possible, even grow them!!

In our established role as a leading customer management consultancy, ICD Partnership draws from an extensive bank of specialist tools and experienced consultants to ensure that senior managers within an organisation can still get independent, personal and specific advice relating to their customer strategies.

From close discussions with our clients and networking with colleagues and at conferences, we know that organisations are still considering initiatives and reviews around these areas:

- Customer Experience Management
- Marketing effectiveness and efficiency
- Customer Experience Measurement (value drivers/measuring performance)
- Customer Retention
- Segmentation and profitability analysis
- Scorecards and measurement frameworks

Who is this for?

- Directors or Executive level managers (principally in Sales, Marketing and Communications, Customer Service, Retention, Customer Experience and Research)
- Senior Managers responsible for planning and managing teams or specific strategic 'customer' projects

The outline offering:

1. Introductory session to familiarise both parties with the situation and business context and create the context for coaching



2. An individualised **annual** or **6-month** coaching/mentoring contract for support and personal development, as required.
3. Combination of 'face to face' and telephone/web advice and support with dedicated lead consultant from ICD Partnership.
4. Agreed response times to the issues identified.
5. Access to other resource or 'experts' as required.
6. Knowledge via access to specific references and reading, to support the requirement.
7. Is this same as 3? Assistance to prepare for meetings and reports.
8. Quality assurance of plans / recommendations, responses to or from team members or other staff. Not sure what this is?
9. Quality assure the outputs from projects or external consultants (if appropriate).
10. Minimum contact time charged on an hourly basis (Typical contact time of 10 hours per month).
11. Quarterly face to face meetings, input to your personal development plans.

Investment required:

The package can be accessed in 2 offerings:

1. **INTRODUCTORY OFFER: We recognise that bringing in an external coach may be quite daunting if you have never used this type of support before. To provide a low risk taste of this specialist support, we are offering an initial 10 hours trial (equivalent of a first month) with NO commitment to extend for a one-off fee of £1000 plus VAT at the ruling rate.***
 2. **Annual Package:** Fee of £10,000 plus VAT at the ruling rate. payable in advance on agreement to proceed.
 3. **6-month:** Fee of £5,000 plus VAT at the ruling rate, payable in advance on agreement to proceed.
- Fees are payable in advance, following the initial introductory meeting, upon agreement to proceed.

Expenses (if any) will be charged back at cost.