



Adam Smith Consulting

Front-Office
Transformation

New IP Call Center technologies are the key to enabling a sustainable front-office transformation, but bring new complexities



Adam Smith Consulting delivers capabilities to help companies establish a stronger foundation revitalizing their customer-facing processes and technologies

- The market challenge...
 - Global growth is yielding new opportunities as well as threats
 - Transformation and innovation are important, but competitive pressure requires high speed
 - Customer demographics are more diverse
 - Customers are hard to engage and remain engaged
- The transformation gap...
 - Competing corporate objectives and organizational complexity gets in the way of transforming and innovating
 - New IP Call Center technologies have more enterprise level assets and less premise assets complicating business cases
 - Customer care is becoming an enterprise operating group rather than business unit

Transforming front-office operations to continually earn the loyalty of customers

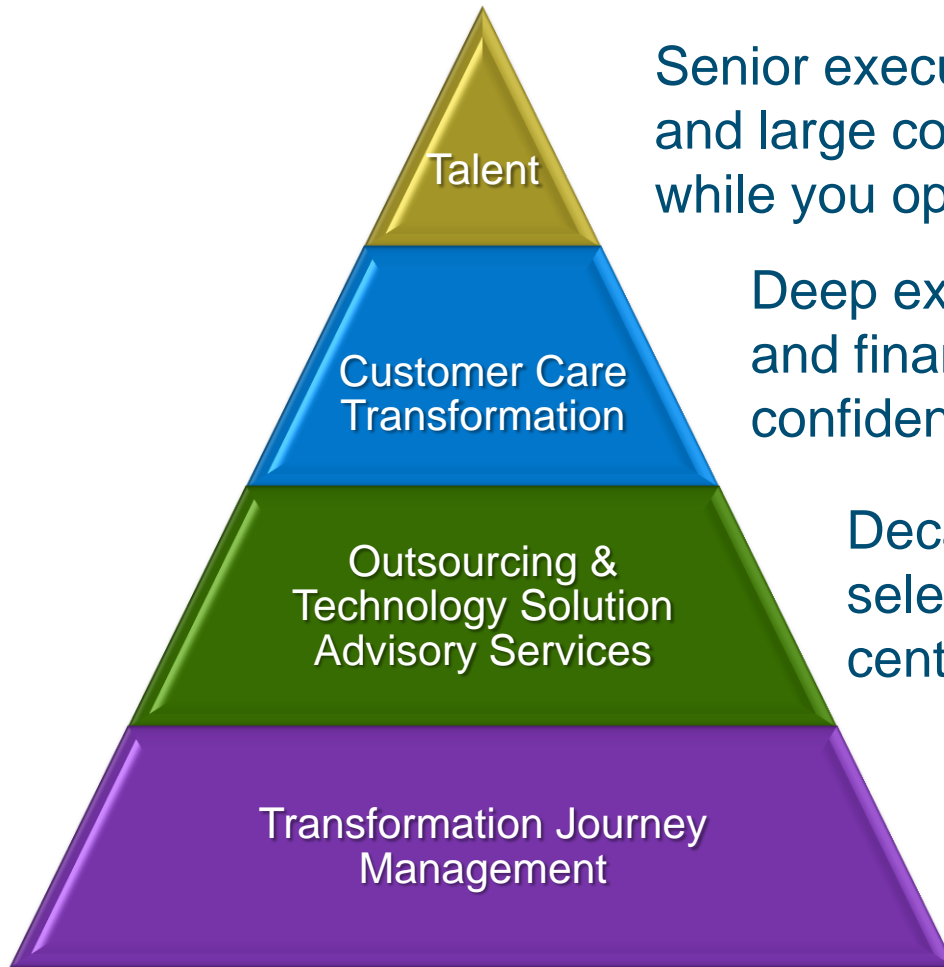


Develop the transformation roadmap with specific attention to technology and process transformation modeling investments, expense and benefits

Develop or support the unique characteristics of contact center service and technology sourcing to deliver the program

Provide the senior leadership to drive the transformation program or provide support along the way while your operations team manages the day-to-day

Adam Smith brings the senior experience to develop the strategy, source the solution, and support the transformation journey



Senior executives from consulting, outsourcing, and large corporations tackle your initiatives while you operate the business

Deep experience developing business cases and financial scenarios to provide the confidence to move forward with a program

Decades of experience managing RFPs, selection, and deal shaping with call center service and technology vendors

Tools, approaches, and experience to support the journey helping our clients adapt to changing operating and market conditions

Getting started...

12 week engagement



Diagnostic

- Documenting C-Level Objectives
- Initial analysis of the processes, technology, and operational capabilities to earn customer loyalty
- High Level As-Is Financial Model

Initial Strategy

- Focus areas for transformation (Transformation Targets)
- Roadmap to execute the transformation
- High-level To-Be Financial Model (2-3 Scenarios)

Strategic Overview

- Final deliverable providing: program objectives, transformational targets, roadmap for execution, as-is versus to-be financial analysis



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