



*“Results,
not just reports”*

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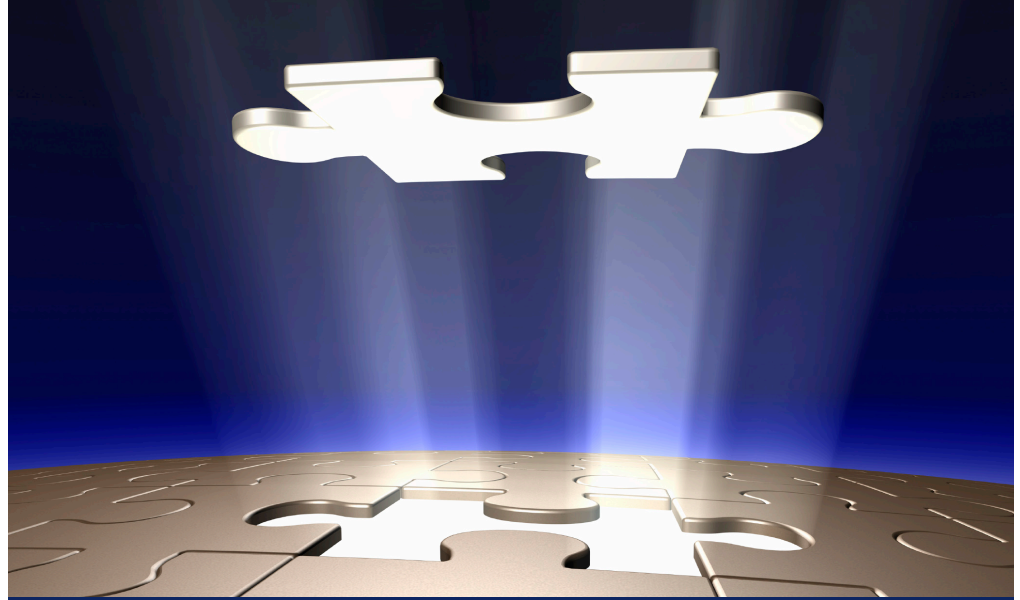
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Implementation and Training

Why use CIS?

What differentiates CIS from other consulting firms is our focus on providing 'results, not just reports'. We measure our success by looking at what clients have actually achieved. For this reason we pay a great deal of attention to providing practical solutions and consider a solution that is 80% effective and implementable more important than one that is 100% correct but difficult to implement.

Elements of our implementation strategy include:

- A high degree of staff input, especially by those who will be responsible for implementation;
- A long-term plan to ensure that what starts with a bang does not end in a fizzle;
- Appointing those who had the idea as the champion of that initiative;
- Assisting with the development of new or modified Operation Plans; and
- Providing assistance to build the internal infrastructure needed to support implementation. This may include changes to staff position descriptions, developing measurement systems to reflect progress, documenting actions, time frames and owners, setting up improvement teams and formal reporting processes.

Implementation philosophies

Our implementation strategy is based on the following business experiences:

- That the degree of employee awareness and involvement will be proportionate to the speed and scale of change
- That management behaviours drive employee attitudes and actions, not the reverse
- That you cannot change culture by focusing on culture, rather focus on outcomes that reflect a customer focused organisation
- That employees with the right support and training will become passionate about improving the way they do business



Implementation and Training

Implementation/training focus

Implementation typically focuses on four core areas. In each case we develop and present materials to guide team progress and show current best practice.

Area 1: customer interfaces

Where customer impression points are systematically reviewed and improved in collaboration with staff who have direct customer interaction. Sessions often include:

- Managing 'Moments of Truth'
- Complaint conversions
- Telephone handling
- Listening and communication skills
- Exceeding customer expectation

Area 2: Staff effectiveness

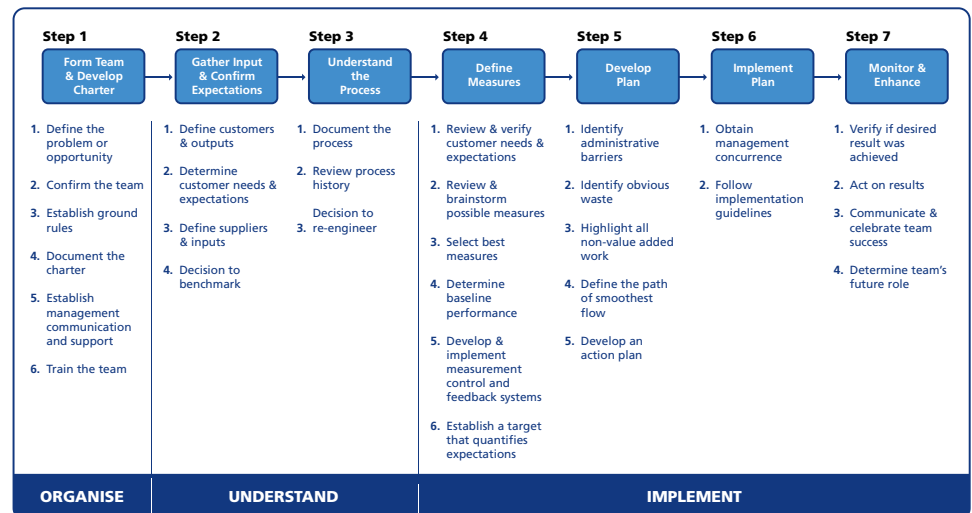
Research has demonstrated a close correlation between staff and customer satisfaction. We work with management to help them maximise the effectiveness of their staff: Topics might include:

- Leadership vs management;
- Employee empowerment;
- Effective time management;
- Effective staff communication;
- Effective teamwork;
- Formal and informal recognition systems;
- Coaching and counselling staff; and
- Staff recruitment.

Area 3: Process improvements

Involves the review of internal processes that inhibit the delivery of outstanding customer satisfaction. Teams are guided by a continuous improvement methodology (Appendix A below).

Appendix A - Continuous Improvement Methodology (Example)



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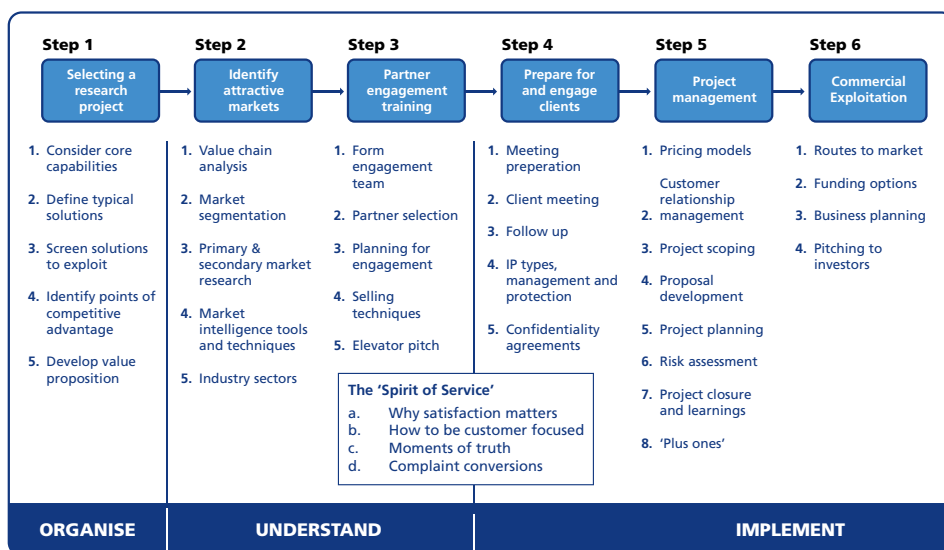
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**CONSULTING &
IMPLEMENTATION
SERVICES**

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Appendix B - Business Development Methodology (Example)



Area 4: Business development and commercialisation training

We work with clients to systematically review capability areas, identify opportunities and prepare for customer engagement and interaction. We use an effective business development methodology (see Appendix B)

CIS has been the dominant provider of commercialisation training to CSIRO and we are regularly used to run private commercialisation training sessions either in our own right or for the Australian Institute for Commercialisation.

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