



Company Brief



We can't solve problems by using the same kind of thinking we used when we created them. Albert Einstein.

Your Challenge

One of the greatest challenges today's business executives face is how to improve the experience we offer our customers. These days, we have so many touch points with our customers that it has become impossible to manage each and every interaction. On top of this, we are unable to guarantee each interaction will provide a positive experience, leaving customers with a decision whether to stay with us or look to our competitors to provide them with the goods and services they seek.

Outside In Consulting is a business improvement and innovation specialist. We turn organisations Outside In by focusing them on customer expectations. Our methods deliver exceptional customer experience and provide a method for managing an organisation by understanding and delivering Successful Customer Outcomes.

What We Do

Market leaders make their customers lives simpler, easier and more successful.

Every time a customer interacts with our organisation, it provides us with an opportunity to make an impression. If we delight our customers, they may return. If we do not, they may leave.

By recognizing this, we help analyse your organisation from the customer's perspective and focus you on doing what is right for your customers. We help you understand your customer's expectations, and in doing so, help you to deliver exceptional customer experience, every time.

The problem today is that we are so busy working, we have lost sight of what is really important. By helping you identify that your customers are most important, we can help you eliminate everything else that isn't.

We help you understand what your customers really want and provide you with simple methods to help you successfully deliver.

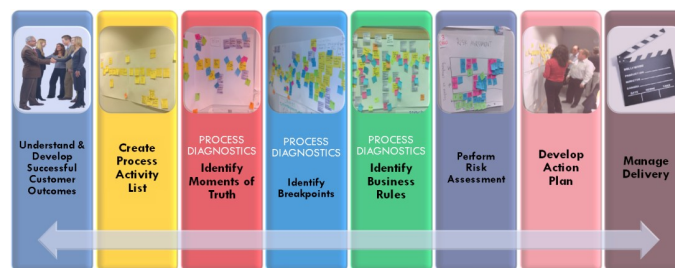




How We Do It

The alignment of your organisation to deliver successful customer outcomes helps you focus on what is really important to your customers. This focus also ensures your employees are aligned to delivering exceptional customer service. We help you understand and design each and every customer interaction and then look to remove or improve each one, thereby reducing poor and unnecessary interactions that cause customer dissatisfaction, complexity and work.

The techniques we use are used by some of the most successful companies of the 21st century and have helped them become best in class. These same techniques are available to you using the CEMMethod. The CEMMethod is a technique developed in conjunction with the BP Group and is an 8 step method for aligning, optimizing and increasing the performance of any process or service. If you are faced with the challenges of reducing costs, increasing revenue and enhancing service, then we can help.



About Outside In Consulting

Outside In Consulting is an Australian consultancy company affiliated with the BP Group, a global 'not for profit' organisation whose mission is to engage in activities that promote the practice of business process transformation and change for business benefit.

As an affiliate of the BP Group, Outside In Consulting is connected with a network of trained consultants and has access to the techniques and methods they use to assist organisations in achieving their business goals. Our services include:

- **Training** - educating your teams in the use of the CEMMethod and the techniques they require to improve your organisation,
- **Consulting** - working directly with your teams to achieve your required goals and implementing the necessary tools for managing your organization,
- **Mentoring** - engaging with your teams to provide guidance and assistance as and when they require.

We provide any combination of these services to assist you in improving and managing your organisation, and aligning you, your organisation and your employees toward delivering Successful Customer Outcomes.

Contact Us

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