



# Succeeding in Challenging Times

## ***Are you a business leader with responsibility for customers?***

Whether you direct marketing, operations, contact centres or finance, the months ahead will be the most challenging faced by your businesses for several years.

The only thing more important than gaining new customers will be retaining and developing your existing ones – which is why we cordially invite you to a complimentary breakfast event with four world-class consultancies: Clear Cell, JSK Solutions, Minerva and Full Circle Consulting.

We're giving a couple of hours of our time to talk to UK businesses. Give us a couple of hours of yours and we promise you will return to your organisation armed with valuable new knowledge, tactics and insight that really will make a real and immediate difference.

Specifically, we'll help you to:

- Deliver both top and bottom line growth by understanding customers better
- Cut costs at the same time as improving customer experience by structuring your business process to deliver a deeper customer understanding
- Engage everyone in the business to bring their best to work every day and make a real difference to customers
- Cement change in management and front line staff through highly innovative, lifelike simulation models.

## **Our credentials**

The four participating consultancies have delivered these benefits time and time again for some of the world's biggest and best companies – giving them a critical advantage over competitors. Perhaps we can do the same for you.

### **Clear Cell** will show

- How you can use your existing customer data to understand your customers better
- How to use that understanding to deliver top and bottom line improvements
- How you can build a customer strategy to embed a customer centric business model

**JSK Solutions** will show you how to embed the experience that customers want into your business processes

- Identify key points of interaction with your customers



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- Identify the experience customers want at each point
- Change the process to deliver the experience
- Identify performance measures for the customer experience
- Define what your people need to do to deliver the experience customers want



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### **Minerva will**

- Explain why a compelling purpose helps drive organisational performance - and how to generate one
- Talk about emotion and why it's so important to staff engagement and customer experience
- Tell you how to implement Culture Change.
- Give you 10 critical and easy-to-implement tips

**Full Circle Consulting** will be joined by John Small, Head of Business Development, HSBC Group Insurance. They will show how simulation was used to overcome the major challenge of implementing strategic change; to support its strategy of significantly growing its share of HSBC Group profits. The case study will cover how

- ChangeWorld™ modelled the complex relationships across the business that impact on the insurance sales process
- 10,000 staff across the globe worked with the model in 4 languages
- It was used as a strategic tool with senior managers to reshape business strategy
- It was used as a development tool with middle managers to reshape individual paradigms, build common understanding and develop alignment

The breakfast seminar will be run in

**London** on 2 and 22 April at the IoD City Branch, New Broad Street

**Edinburgh** on 22 May at the IoD in The Royal Scots Club, Abercromby Place

Registration and coffee etc is from 8h00 to 8h30 and it will finish by 11h00.

If you would like to attend one of these events please contact Sam Renison on 01908 508059 or email [sam.renison@minerva-int.com](mailto:sam.renison@minerva-int.com)

If you think that your colleagues may also benefit from this seminar please feel free to forward this invitation on to them.

**Hosted by**

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