With over 20 years development and application in a multitude of industries: Defence, Insurance, Banking, Utilities & Manufacturing, with International and FTSE 100 companies

#### Defence Contractor

**Result**: Through thorough definition of Customer Purpose, Measures and Methods, achieved Top Quartile performance by next publication of League Table .

**Problem**: Bottom Quartile performance in Ministry of Defence Key Supplier League Table.

#### Home Insurer

**Problem:** Home Insurance Claims effectively managed by the Customer, not the Business. **Result:** Design and Delivery of an new Operating Model based on Individual Claim Ownership, improved NPS, reduced complaints and saved £3m of cost.

#### Commercial Bank

**Problem**: £100m of Short Term Loans overdue.

**Result**: Establishing the Root Cause of overdue loans, and analysing the top 20% of causes - a

#### new process for Renewals reduced the exposure by £50m.

Utilities

**Problem**: Only 30% of Customers were getting thier demand dealt with first contact. **Result**: Coaching of Senior Leaders, understanding Customer Purpose and adjusting the Methods of handling Demand increased NPS 11-fold, whilst reducing operational effort.



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