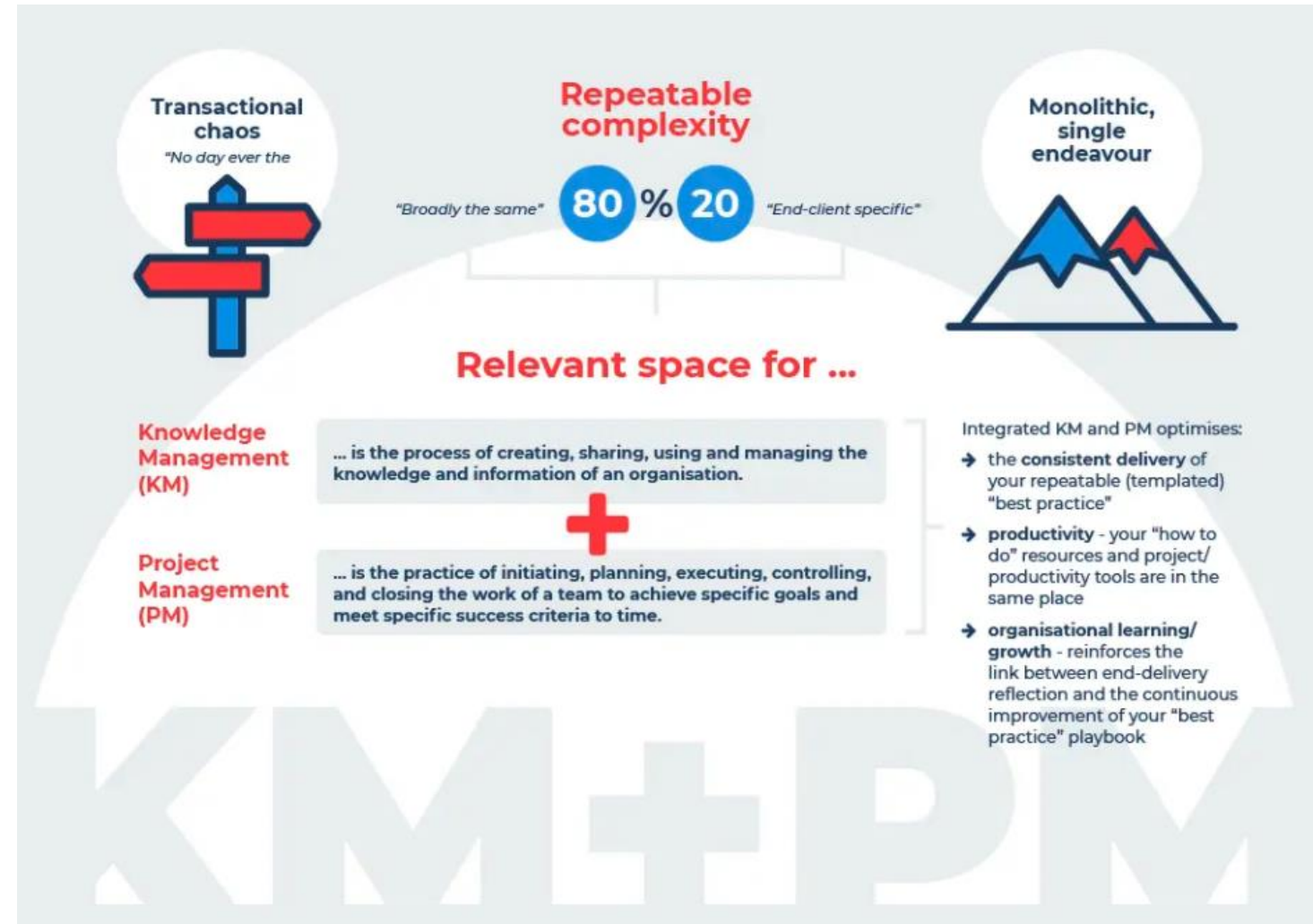# PROFESSIONAL SERVICES STRATERGY

PROFESSIONAL SERVICES

Building repeatable complexity & successful delivery team = service excellence

1) Building systematic, integrated approach towards Knowledge Management (can be developed through a Center of Excellence) & EPMO

2) How I develop KM

- Form a KM team

- Run knowledge fairs

- Develop *who-knows-what* directory (dictionary of your teams capabilities)

- Develop a *how to get there* guide (training plan of how to get your team trained)

- Develop Intellectual Property

- Develop and curate knowledge repositories (each team member from Jr Analyst to Principal needs to contribute as part of their second job)

- Do regular KM Audits

- Communicate constantly!

3) How I developed a successful ePMO (see slide #15)

PROFESSIONAL SERVICES

Building repeatable complexity & successful delivery team = service excellence

- KM team > rotating KM team lead / every level contributes (part of their quarterly goals)

- Run knowledge fairs > Lunch & Learn / present White Papers / 1-3 hours per designated person on client knowledge transfer / lessons learned

- Develop *who-knows-what* directory > dictionary of your teams capabilities / connect people-with-people / open door policy / juniors to shadow seniors / challenge 90:90 (90% of people knows 90% of company) - used Method Grid

- Develop a *how to get there* guide (training plan of how to get your team trained) > have a plan to get people where they need to go

- Develop Intellectual Property > Content (Blogs, Powerpoint / video / white papers), Methodology (Handbook, digital enterprise methodology, Standard Operating Procedures, Dataset, Diagnostic tools, Software - Smarthseet, Asana, Jira, etc.), Registered IP (URLs, trademark, Patents, registered media profiles)…it has to be intuitive, Dynamic, Empowering, Accessible and Secure.

- Develop and curate knowledge repositories (each team member from Jr Analyst to Principal needs to contribute as part of their second job)

- Do regular KM Audits

- Communicate constantly!

CUSTOMER SUCCESS

From an internal point of view…

1. **Adoption** ⮕ *Delivery* > (PS) > Need to deliver flawlessly

2. **Retention** ⮕ *Post-Sale Strategy*

   - Sustainable funding model supported by premium offers > (CS) + (PS) + (TS) + (S) + (P&E) >Need to have a Growth-oriented charter to customer success > Need to have a Combination of free and fee-based Support SLAs

   - Clarity on capabilities to build internal capabilities (PS) + (CS) + (P&E)

3. **Expansion** ⮕ *Advance Analytics* > (S) + (SE) > Predict customer behavior and target new segments. Introduce Change Management methodology to be more agile in changing internal processes

4. **Advocacy** ⮕ *Customer first focus* > (All) > Promoting and adopting a Customer-success culture across the organization > Cross functional approach where all departments contribute

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