



40 MINUTE MAKEOVER: TAKE AWAY 30 IDEAS IN 30 MINUTES

Building customer intimacy: Knowing what your customers want and how to help them get it.

Wednesday, 13 May 2009 • Novotel Budapest Congress • Hungary
Blue Sky Workshop • 3:50PM - 4:35PM

Moderated by:

Davide Laghi
Founder & Passionate Leader

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A Scotland based solutions provider operating in the field of High Performance and Transformational Shared Services and BPO.



Building Customer Intimacy: Knowing what your customer wants and how to help them get it

When delivering support services, it's not just about ensuring flexibility and customer satisfaction, whilst focusing on operational excellence, process standardisation, compliance and control. It's also knowing which needs your customer prioritises most, and aligning to make that your number one focus. How are people making that a reality inside SSOs today?

This 40 minute structured and interactive group will brainstorm and provide insight for:

- Recognising operations influence on customer value and competitive advantage
- Delivering a best-in-class responsive service
- Driving innovation by constantly challenging the way you operate: *Could it be better?*
- Maximising outsourcing partnerships to stay close to your customers
- Moving the dial from process metrics to business metrics and delivering transformational value

For more information contact: info@y6sigma.com

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