

SOLVING YOUR COMPLEX
BUSINESS PROBLEMS

CUSTOMER-DRIVEN TRANSFORMATION



BE DRIVEN BY FACTS, NOT FICTION!

The market is experiencing a trend regarding customer intimacy, where the focus becomes retention and cultivation, rather than just customer acquisition. *Customers who defect because of unmet expectations or unfriendly processes & interactions represent a steep cost, that produces no benefits to stakeholders.* As such, establishing a positive customer experience is critical.

Recognizing these business risks, Gordian helps clients navigate through them to tailor a "Customer-Driven" transformation strategy, one that achieves the service excellence your company requires.

Customer-Driven Transformation (CDT) is a methodology that guides business decisions by aligning all outcomes of business processes with the expectations of customers.

- ◆ Business Processes use resources to produce outcomes.
- ◆ Customers have expectations.
- ◆ Expectations, outcomes, and processes are variable & dynamic.
- ◆ Only when outcomes continuously meet or exceed expectations is a company successful.

Expectations are surveyed and quantified; outcomes are inventoried and costed; and processes are evaluated and optimized so that companies produce what is expected efficiently and effectively.

CDT implies two related efforts: *coherence* and *correspondence*. Doing things right, and doing the right things. Being efficient and being effective. The coherence of processes and outcomes is defined as *efficiency*. The correspondence of outcomes with the expectations of the market is defined as *effectiveness*.

Using Gordian's CDT methodology, we analyze and improve your product and service mixes to align each with your customer's expectations. As a result, you are able to redirect your

customer processes to produce more efficient outcomes, and reshape demand generation to match customer expectations with these outcomes.

The Dual Challenge

The real challenge lies at the intersection of coherence and correspondence; where they overlap—in their *correlation*.

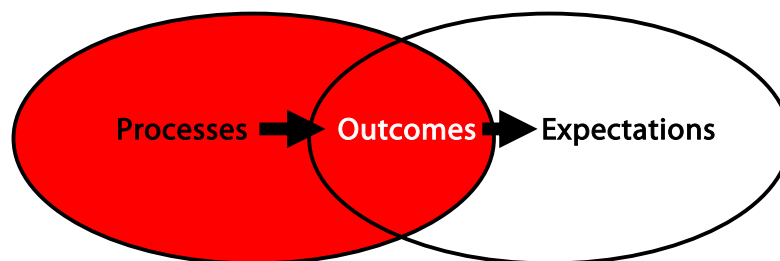
- ◆ Coherence is inwardly focused (how do we change?)
- ◆ Correspondence is outwardly focused (how are the customers and the market changing?)

CDT stands at those points of intersection. It seeks to align what we make or provide with what customers want.

Customer-Driven Transformation, by definition, relies on knowledge of a company's outcomes (goods, services); how they are produced (processes and resources); and what customers demand (expectations). Each is rated according to its contribution to the success of the company. In general,

- ◆ Processes are judged on their ability to bring about outcomes.
- ◆ Outcomes are rated on their ability to meet expectations.
- ◆ Expectations are measured as to their impact on customer purchase decisions.

CDT aligns the three key success factors



Gordian's Customer-Driven Transformation methodology provides the blueprint for value-added change efforts by letting management choose the changes that *count* rather than those that *cost*. It organizes and structures massive amounts of customer information for competitive advantage. CDT is driven by facts, rather than fad or fiction.

If you want your company to grow by increasing demand and have your customer's experiences exceed their expectations, Gordian understands what it takes to be successful.

www.gordiantransformationpartners.com

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STRATEGY, TRANSFORMATIONS &
PERFORMANCE TURNAROUNDS

ABOUT GORDIAN TRANSFORMATION PARTNERS

Gordian Transformation Partners is a boutique management consulting firm that integrates traditional management consulting disciplines with high-impact leadership practices and breakthrough thinking tools for mid-market clients. The result is a powerful consulting process that enables CXO's to solve their toughest business challenges with speed, efficiency, and economy.

Gordian is headquartered in Atlanta, GA. We draw on the knowledge and experience of its consultants, whose skills span the initial generation of ideas and insights all the way through to detailed implementation. Gordian's consultants have led transformation and turnaround initiatives for over 500 Global 1000 and mid-market companies in Australia, Belgium, Canada, Cyprus, Denmark, Finland, Hong Kong, Indonesia, Italy, Jamaica, Malaysia, Mexico, the Netherlands, New Guinea, New Zealand,

Norway, Portugal, Singapore, Spain, South Africa, Sweden, Trinidad, the United Kingdom, and the USA.

Gordian's consulting expertise addresses every area of your enterprise, from developing a transformation strategy to make your organization more customer-focused, to optimizing your supply chain investment, with the tools and expertise to help you reach your objectives.

Gordian draws on the knowledge and expertise of our consultants, whose skills span a wider range of capability than many other major consulting firms. The disciplines of Gordian's consulting specialists are underpinned by deep change management experience - managing risk, mobilizing staff and integrating initiatives to deliver sustainable change quickly.

Gordian Transformation Partners assist clients on a wide array of issues and problems, regardless of industry vertical. Gordian's

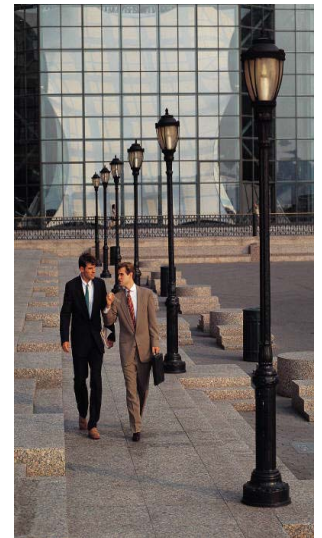
consultants' capabilities have been developed through years of experience creating solutions for the most complex problems facing companies today.

Gordian Transformation Partners is focused on what is most important to senior executives and their organization:

- Enterprise Transformation
- Customer-Driven Transformation
- Strategy
- Change Management
- Business Process Management
- Performance Turnaround
- Behavioral Development

Gordian Transformation Partners:

- *Help organizations produce extraordinary business results, while connecting and enriching the lives Gordian Transformation Partners touch.*
- *Works in a dynamic team environment, where you and your management team share substantially in the economic value that you help create.*
- *Trains and develops you and your management team, to realize your fullest potential.*
- *Transforms your organization to a collaborative, high-energy, and fulfilling work environment.*



Jointly determine the best approach for implementing sustainable improvements.

**Contact Gordian at:
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