

Services Overview

We help you solve the customer churn problem

THE CHALLENGE




Customer churn costs the cloud computing industry \$10B per year

WHY CUSTOMERS DEFECT

- Lack of quality and value
- Lack of customer attachment
- Easy to switch

OUR BENEFITS

- Increased customer loyalty
- Greater revenue from renewals, up-sells, and referrals
- Faster path to results

	<p><u>Diagnose Causes</u></p>	<p>Defection Analysis</p> <ul style="list-style-type: none"> • Market segmentation • “5 Why” analysis • Qualitative and quantitative methods • Data collection • Statistical analysis
	<p><u>Improve Quality and Value</u></p>	<p>Value Proposition Refinement and Deployment</p> <ul style="list-style-type: none"> • Market segmentation • Value proposition deployment • Enterprise dashboards <p>Process Improvement</p> <ul style="list-style-type: none"> • Process mapping • Lean Six Sigma • Strategic management systems
	<p><u>Strengthen Relationships</u></p>	<p>Mindful Customer Experience</p> <ul style="list-style-type: none"> • Customer journey mapping • Process improvement • <u>Cultivating a Bountiful Harvest</u> workshop • Statistical analysis

Our Services

UNIQUE APPROACHES

Unlike other consultants, we help clients adopt practices used by the highest performing organizations in the country—**strategic management systems** that create organizational habits of excellence.

We also use the latest advances in cognitive neuroscience to create **effective bonds** with your customers. As a result, customer loyalty soars.

AFFECTIVE DOMAIN

Subtle, subconscious signals influence human interactions and relationships

EFFECTIVE DOMAIN

Actions deliver and communicate utility and value

Assessment

We observe processes, interview customers and employees, analyze and present findings. You have information at your fingertips to help you make informed decisions.

Facilitation

We lead managers and employees through proven practices. Your team designs, analyzes, and implements solutions that produce results.

Training

We increase Customer Success Managers' knowledge and skills. Your front-line employees learn how to naturally strengthen relationships and uncover and advance opportunities.

Project Management

We plan and execute projects. You get additional resources to get things done quickly without burdening or adding staff.

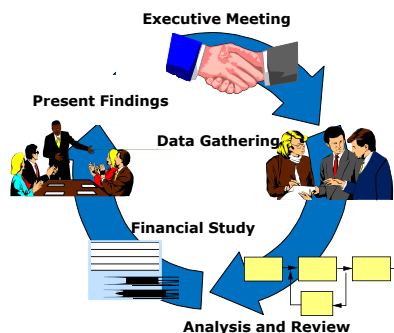
Statistical Analysis

We collect and analyze data to find cause-and-effect relationships. You uncover root causes of problems, ensuring your solutions produce dramatic, sustainable results.

Modeling

We simulate process and financial results using mathematical tools. You can test ideas and estimate results before committing to changes.

We often begin engagements by conducting a thorough assessment of our client's environment, helping to develop a roadmap that achieves top performance.



Contact us today to tailor solutions that meet your needs.



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