

# 1. Strategy

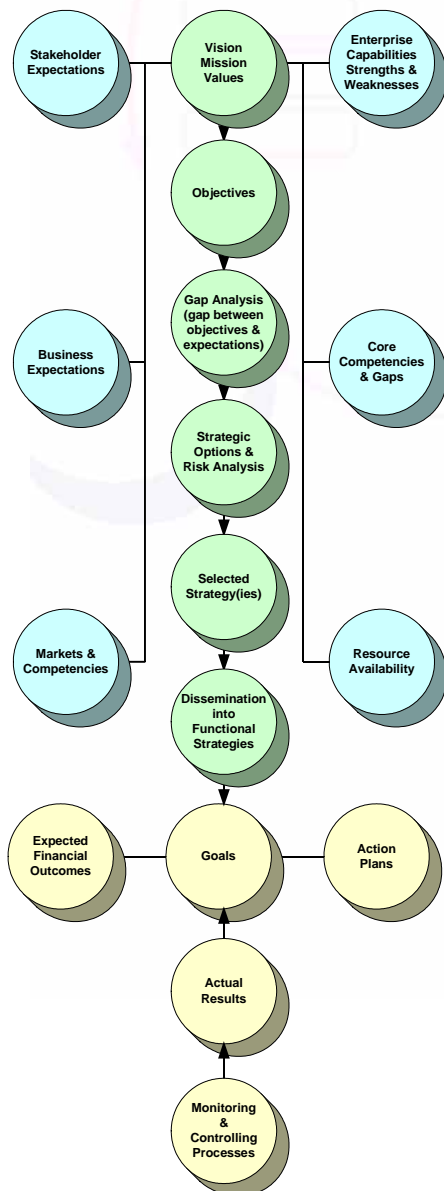
Strategies have historically been built around organisational roles and functions, technology which the business uses to enable itself to deliver and products which the business, having designed, must sell or provide. This is true in both the private and public sectors. Nowadays in the private sector many 'small' players can get to market and be a powerful competitor to the big boys within rapid timescales; and the public sector cannot afford to stand still under the misapprehension that they are 'the only game in town'.

The one true differentiating weapon in an organisations armoury is people. Our belief is that the only way to ensure that business imperatives become a living reality is to build strategies and propositions around the customer and to build structures around the whole end-to-end experiences of customers – the things they see, touch and feel every time they do business with you. Customers are demanding dramatically improved service and experiences with their providers or they vote with their feet!

We see customer expectations as a critical part of both the development of strategies and the creation of a whole change ethos within a business – everybody focusing on meeting and exceeding customer aspirations!

Coalesce Consulting review existing customer service strategies, develop new ones and bring stale strategies to life. We facilitate workshops to help determine the overall organisational mission, vision and values and then relate these back to individual functional plans to ensure the absolute link between the overarching view and the component groups and individuals within the company. Delivering exceptional customer experiences is about everyone in the organisation rowing together in the same direction and in the same boat – not just the responsibility of those who happen to deal with the customer over the 'phone or face-to-face.

**Traditional Strategies**



**Customer Strategies**

