



# 12. Benchmarking

Benchmarking where your business stands with regard to a range of focused measures, metrics, working practices, attitudes, or whatever, is a relatively common business practice. Because of our experience across a range of market sectors we are often in a strong position to ensure the right comparisons are made with the right providers. Often, whilst benchmarking your own market sector produces some interesting results and some clear goals, it is more often than not good practice to involve, if possible, other industry sectors and learn from their experiences.

Coalesce Consulting have worked with several organisations in the design, implementation, analysis and feedback of clear action plans for change as a result of customer service/contact sector benchmarking (including key performance metrics), or best practice surveys and face-to-face interviews with like-minded service providers.

The diagram below shows a process which was put into place for a large service provider who was looking to establish what other peer companies (mostly out of sector) had done to identify, implement and measure results of recent change programmes in the area of technical customer service delivery. This work helped in the development of a major initiative around different ways of working within our client:

## BEST PRACTICE PROCESS

