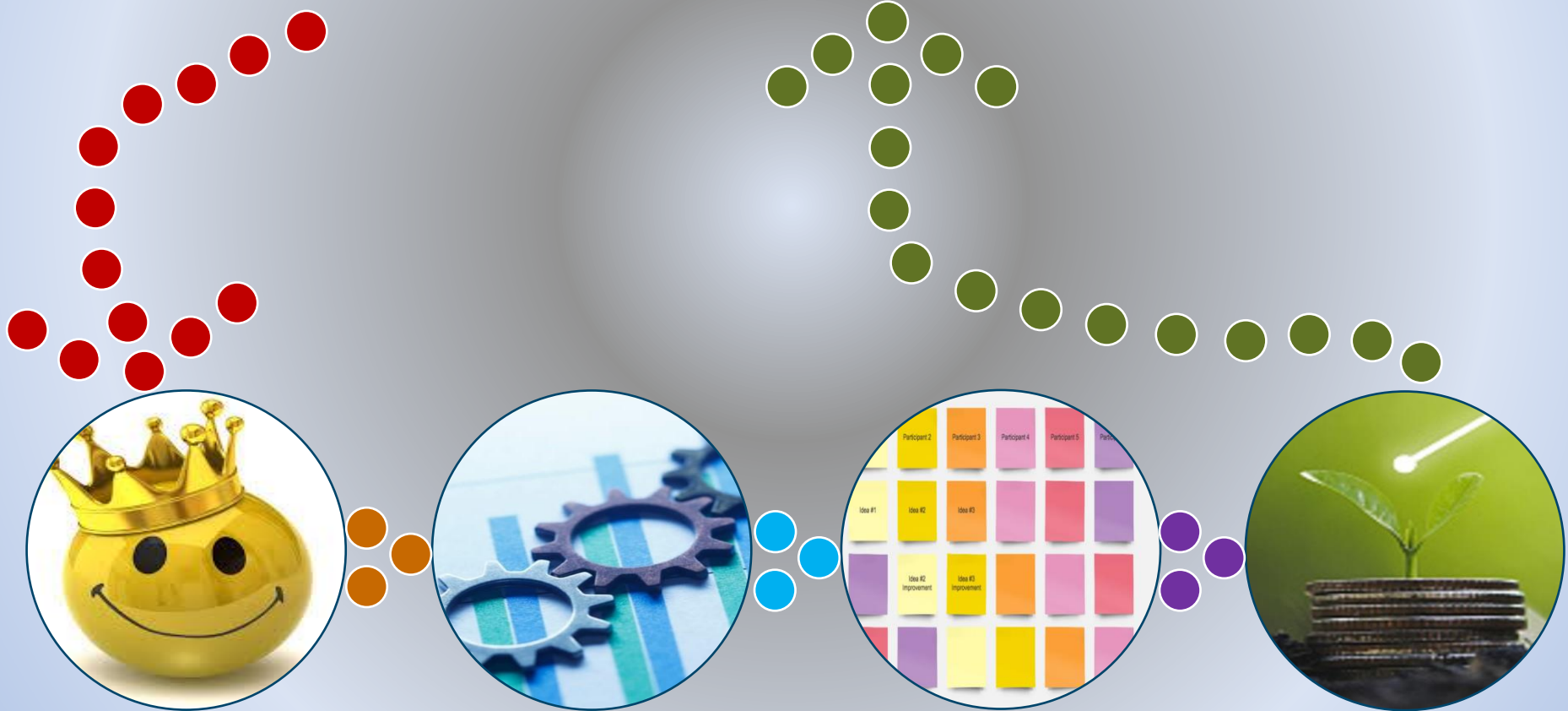


# 4 Parallel Tracks On The Journey From **Cost** **Centre** to **Profit Driver**



# Track 1 – Customer Centricity

## Focus On Customer Lifetime Value

- ✓ **Digital transformation**
- ✓ **'Always on service'**
- ✓ **Customer loyalty programs**

# Track 2- Operational Efficiency

## Focus On Improvement Targets

- ✓ **Reduced processing time**
- ✓ **Backlogs & rework minimised**
- ✓ **Automation & systems**

# Track 3 – Innovation

## Focus On Future Value

- ✓ **Business model evolution**
- ✓ **Product development**
- ✓ **Agile change process**

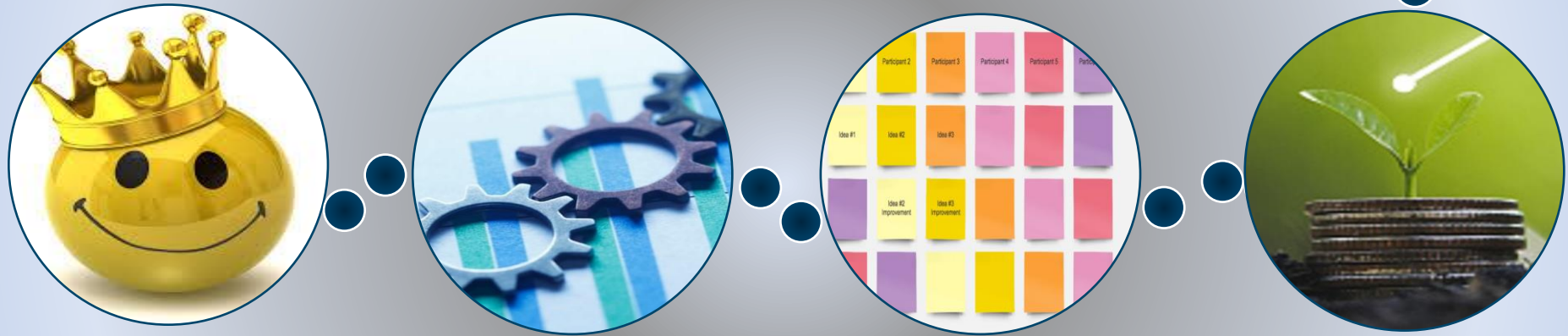
# Track 4- Monetisation

## Focus On Revenue Generation

- ✓ **Improved sales conversions**
- ✓ **Up- and cross-selling**
- ✓ **Repeat purchases**



# If you'd like help to transform your service or aftersales capabilities please call or email Chris Dunn Consulting



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