



ANALYST SERVICES CREDENTIALS DOCUMENT

Our Company

Fifth Quadrant is a Service Strategy and Research Consultancy focusing on voice, face-to-face, online, correspondence and social media service channels. Fifth Quadrant | callcentres.net is our online, publishing and social media division.

Fifth Quadrant's Analyst Services division specialises in service industry analyst commentary, research, market reports and expert advice.

Our Purpose

To change the way organisations think about Service Strategy and to ensure it has on-going presence at the Boardroom table.

What is Service Strategy?

To us, Service Strategy is the specific strategic plan dedicated to providing direction, scope and the configuration of resources for the delivery of customer service through multiple channels. Service Strategy must directly support an organisation's corporate strategic goals.

The best Service Strategies are Board-driven, enterprise-wide, customer-centric, multi-channel and are directly linked to organisational performance, revenue and profit.

Our Story

From working with organisations over the last 15 years, we know that Board and C-level Executives typically focus on four strategies: Finance; Marketing & Sales; IT/Operations; and Human Resources.

At Fifth Quadrant, we believe it is long overdue that Service Strategy sits rightfully alongside and integrates with these other four strategies.

So we're doing something about it. We're bringing a fifth strategy, Service Strategy, to the strategic planning process.

And in doing this, we've also gone through something of an evolution. No longer just experts in contact centre, we now provide a truly multi-channel and enterprise-wide focus with expertise across the 5 major service channel categories:

1. Voice
2. Face-to-Face
3. Online
4. Correspondence and
5. Social media

For Fifth Quadrant Analyst Services, this means that we strive to educate and inform the industry about all things service. We fully believe that we offer a fresh approach to delivering industry data and information to service leaders.

Why is Service Important?

Our research tells us that great service leads to customer engagement and that customer engagement correlates strongly with business performance.

We also believe that great service has a tangible effect on a person's day and life and that the act of serving someone is one of the most powerful 'goods' an organisation can do.

Therefore, service is our chosen field, above all else. And compared to the other things organisations do, we think service is the aspect of business that has most meaning and purpose and the element that is most often undervalued for its impact on business performance



Our Core Value Proposition

Fifth Quadrant Analyst Services delivers an unrivalled level of knowledge, subject matter expertise and proprietary methodologies to deliver organisations the latest and most comprehensive service industry analyst commentary, research, market reports and expert advice.

Fifth Quadrant Analyst Services is able to do this by having more data and information related to service than any other company, meaning we are able to offer tremendous insight, value and direction to Service Strategy and the service industry.

And because we are part of Fifth Quadrant, our offering extends beyond just analyst services to an integrated programme including strategy development & execution, service research and training.



FIFTH
QUADRANT
Service Strategy & Research

CREDENTIALS DOCUMENT
ANALYST SERVICES

Our Services

Fifth Quadrant Analyst Services offers six core services:



Fifth Quadrant Analyst Services offers many services on a subscription based bundled-services model.

The model includes:

1. 12 month renewable subscription
2. Tiered, bundled pricing based on high value deliverables
3. Client customisation and flexibility
4. Differentiated Technology & Service Provider offerings



Our Services

Service Industry Tools

1. Outsourcing Tender & Contract Management
2. Technology Tender Management
3. Organisational Structures for Service Units
4. Service Processes
5. Human Resources Processes
6. Customer Service Channel Processes

1. Tailored data cuts and segmentation of market reports

Data Enquiries

Market Reports

1. Technology
2. Human Resources
3. Performance
4. Workforce Management
5. Quality Assurance
6. Analytics
7. Outsourcing
8. Customer Service
9. Contact Centre Industry

1. Analyst Industry Briefings
2. Speaking Engagements
3. Media Briefings
4. Service Industry Whitepapers

Analyst Briefings

Market Studies

1. Service Industry Location Studies
2. Competitor Analysis
3. Asia Pacific Marketing Sizing and Profiling Studies

Benchmarking Services

1. Syndicated Performance Benchmarking: Strategy, Technology, Human Resources, Process, Performance Metrics
2. Commissioned Comparative Process and Performance Benchmarking Programmes



Our Clients



We've worked with some of the best organisations in Australia, Asia Pacific and beyond.

A few of our clients include:

Banking Finance & Insurance

Suncorp | AustralianSuper | NAB | ANZ | CBA | IAG

Telecommunications

Vodafone | Optus | Telstra

Technology

Avaya | IBM | Ricoh | Nuance | Canon | Genesys | Fujitsu | CSC

Government

Australian Customs | DIIRD | NSW Police | VIC Gov | DIAC

Retail & Wholesale

Bridgestone | AVIS | Caltex | Woolworths | NRMA



**FIFTH
QUADRANT**
Service Strategy & Research

**CREDENTIALS DOCUMENT
ANALYST SERVICES**

Our Team

We have 25 of the smartest and most highly engaged subject matter experts who develop amazing proprietary and customised Service Strategy and Research models and tools. We also have 20 experienced executive market research interviewers

Key people

Dr. Catriona Wallace | Director

William Dieu | Senior Consultant

Julie-Anne Hazlett | Senior Consultant

Susan Kealy | Consultant

Ronene Cauchi | Senior Consultant

Amita Krishna | Senior Consultant



About Us

Fifth Quadrant

ABN: 53 088 072 940 | ACN: 088 072 940

Australia

Northpoint, Level 11, 100 Miller Street,
North Sydney, NSW, 2060, Australia

T: +61 2 9927 3399 | F: +61 2 9927 3327

E: info@fifthquadrant.com.au

W: www.fifthquadrant.com.au

 www.facebook.com/fifth.quadrant

 www.twitter.com/5thQuad

 www.linkedin.com/company/fifth-quadrant-pty-ltd

Singapore

8 Robinson Road, #10-00 ASO Road,
Singapore 048544

T: +65 6557 0024