



FIFTH
QUADRANT

Service Strategy & Research

CONSULTING 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 Consulting Services division specialises in working with senior management to review, develop and execute Service Strategy models and Operations.

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 Consulting Services, this means that we are dedicated to questioning, challenging, designing, building and implementing brilliant Service Strategy models and Operations.

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 Consulting delivers an unrivalled level of knowledge, subject matter expertise and proprietary methodologies to ensure organisations have highly effective Service Strategies and Operations.

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

And because we are part of Fifth Quadrant, our offering extends beyond just consulting to an integrated programme including service and customer research, market analysis and training.



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Our Services

Fifth Quadrant Service Research offers four core services. All services are underpinned by a research and evidence based competency.



Our Services

Service Strategy

Service Strategy development involves assessment of:

1. Corporate goals and objectives
2. Corporate brand values and culture
3. Competitive analysis
4. Customer experience
5. Service design
6. Multi-channel strategy
7. Current and future operational capabilities

Tender Management

1. Management of outsourced service operations tender processes
2. Management of service operations technology tender processes

Assessment and benchmarking of:

1. Strategy
2. Business model of operations
3. In-house vs. outsourcing
4. Organisational structure
5. Processes
6. Technology
7. Human resources
8. KPIs and reporting
9. Business continuity
10. Environmental policies

Diagnostic Reviews

1. Reviews: contact centre, branches, back office and admin
2. Strategy development
3. Performance benchmarking
4. Employee engagement studies
5. Training
6. IT sourcing and supplier management

Workforce Optimisation (WFO)



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



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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

Stephanie Bauer | Service Strategy Consultant

William Dieu | Senior Consultant

Julie-Anne Hazlett | Senior Consultant

Ronene Cauchi | Senior Consultant

Susan Kealy | Consultant



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About Us

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