



FIFTH  
QUADRANT

Service Strategy & Research

# CUSTOMER SERVICE RESEARCH 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 Customer Service Research division specialises in Service Strategy and Customer Engagement Research.

### **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 Customer Service Research, this means that we are passionate, perhaps even fanatical, about measuring and modelling service delivery and the customer experience.

Our obsession with researching service means we know inside-out what customers think about and want from service. And this means we can help organisations improve service, plan service and better understand how service affects overall business performance.

## 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 Customer Service Research delivers an unrivalled level of knowledge, subject matter expertise and proprietary methodologies to help organisations become more connected with their customers and improve business performance.

Fifth Quadrant Customer Service Research is able to do this by having more customer based data and information related to service than any other company, meaning we are able to offer tremendous insight, value and direction to effective Service Strategy and the customer experience.

And because we are part of Fifth Quadrant, our offering extends beyond just research to an integrated programme including strategy development and execution, market analysis, diagnostic assessment of service performance and training.



## Our Services

Fifth Quadrant Customer Service Research offers five core services:



## Our Services

### Customer Engagement Research

#### **Customer Engagement Research (including CustomerEngage® & ChannelEngage®)**

measures the customer's cognitive and emotional response to a service experience, plus a consideration of the amount of effort needed to resolve a query or problem, to produce an assessment of an organisation's customer service and how service delivery is affecting customer future behaviour (Recommendation, Net Promoter Score, First Choice for Next Purchase, Retention and other metrics).

### Voice of Customer Programmes

**A Voice of Customer Programme** identifies the strengths and weaknesses of an organisation's customer service delivery across the customer life cycle and interaction touch points. The programme consists of on-going collection of enterprise-wide customer service feedback, which in turn provides an understanding of how different customer segments respond to service delivery. Organisations are thereafter better able to implement a continuous process of customer experience improvement.

### Customer Storytelling

**Customer Storytelling (CustomerStories®)** gives the customer freedom to narrate a service experience in their own words and as "they saw it". Narrative and Story Telling Methodologies are employed. This innovative approach provides a deeper understanding of how an organisation's customer service is performing, without the organisation imposing their story on the customer, providing unbiased customer guidance for future service delivery. By capturing these stories, organisations can discover breakthrough insights.



## Our Services

### Customer Engagement Benchmarking

**Customer Engagement Benchmarking** utilises data collected from both internal (operational from within the organisation) and external (customer) sources. This reveals how service delivery is affecting an organisation's customer experience performance and future behaviour; measures operational performance; and benchmarks service delivery and operational performance against industry and best practice benchmarks.

### Employee Engagement Research

**Employee Engagement Research (EmployeeEngage®)** measures the cognitive and emotional connection employees have with their role and employer and predicts employee future behaviour related to tenure, advocacy and discretionary effort.





## Our Services

We offer a multitude of methodologies covering a wide range of research types and localities.

These include:

### **Proprietary Methodologies**

CustomerEngage<sup>®</sup> | ChannelEngage<sup>®</sup> | CustomerStories<sup>®</sup> |  
EmployeeEngage<sup>®</sup>

### **Research Types**

Business-to-Consumer | Business-to-Business | Quantitative |  
Qualitative

### **Data Collection**

Telephone / CATI (we operate our own on-site CATI centre) |  
Online | SMS | Mobile Application | In-depth Interviews (IDIs) |  
Focus Groups

### **Research Coverage**

Australia | New Zealand | Asia Pacific | Global



## 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

**Catriona Wallace** | Director

**Chris Kirby** | Head of Research

**Phillipa Beltran** | Senior Account Manager

**Ajanta Malhotra** | Qualitative Specialist

**Lin-Rimae Moong** | Project Manager



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# About Us

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