

Be Your Personal Best

# Customer Strategy & Planning 2018

23<sup>rd</sup> – 24<sup>th</sup> April 2018  
The Majestic Hotel  
Harrogate



Raising Standards in  
Customer Operations



#ForumConf



Be Your Personal Best

# Operational Effectiveness Workshop



Raising Standards in  
Customer Operations



#ForumConf

- Panel Discussion
- Q&A for Panel
- Round-Table discussions

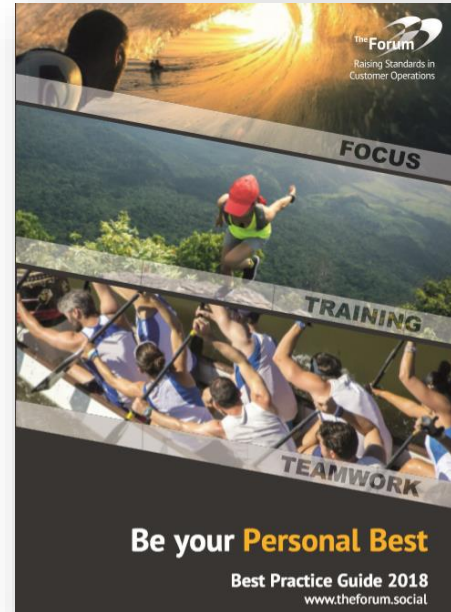


**Alison Conaghan**  
Planning & Insight Specialist  
The Forum

# Planning Priorities for 2018



Levels of maturity in operational effectiveness		
	Capability & activity	Role of the team
0	Updating after the event, minimal planning.	Administrators. Lack of analysis. No buy-in.
1	Reacting, 'fire-fighting', administrative, little analysis.	Too much reaction and changes. Little analysis.
2	Playbook with documented triggers. Good buy-in.	Taking a lead on the day, anticipating required changes
3	Automated Playbook and rules-based-thinking.	Ability to analyse and drive learning into future plans.
4	Artificial intelligence driving real-time decisions.	True insight. Role model. Extending reach & impact.



# Panel Discussion



Joanne  
Taylor,  
Planning  
Manager

Kelly  
Mealing,  
Real-Time  
Manager

Matt  
Rumins,  
Maxene  
Squire

Doug  
Casterton,  
Head of  
Real-Time  
Performance



- What was the most significant part of this for you?
- Which ideas may be transferable to your organisation?
- What is your top question?



## Action and accountability

- Who should set the parameters for Busy, BAU and Quiet?
- How should actions be prioritised?
- How do you gain accountability?
- What are the challenges of implementing such a process?



### Automation and looking for efficiencies

- How do you know you are doing a good job?
- Is there a measure which can track success, or failure of changes?
- What are the advantages/disadvantages of automation this process?
- What needs reporting?