



**Elevate Customer Experiences While *Reducing*  
Costs With Outside-In Service Processes**

**WEBINAR DATE: Tuesday, March 23, 2010**  
**WEBINAR TIME: 10-11:00AM CST [REGISTER NOW!](#)**

The rising power of today's customers is forcing companies to become customer-centric, rather than internally focused. The result is organizations must redesign business strategies to align with customers; redesign process to align with strategies; and redesign technology support to align with processes.

**Creating company alignment around customers is  
what Outside-In Service Processes is all about!**

Guest Presenter, Dick Lee, Principal of High-Yield Methods, a process design firm and a world leader in Outside-In, will demonstrate how you can simultaneously:

- Increase customer satisfaction/loyalty
- Reduce operating expenses
- Improve work quality
- Streamline your service organization

This Webinar includes a demo on a new and powerful Outside-In process/technology concept called Enterprise Collaboration (EC). A few of the benefits implementing this concept include:

- One-call resolution at both triage points and contact centers
- Shorter customer queue and hold times
- An alternative to e-mail for task-related communication
- Status tracking and visibility for multi-person/function activities

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**PRESENTER:**

**Dick Lee**  
*Principal, High-Yield Methods*

Consultant, author and educator Dick Lee helped found the customer-centric, Outside-In Process movement. In 1993, Dick founded Twin Cities consulting firm, High-Yield Methods, to offer



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**CIO's #1 strategy for 2010  
is focusing on Business  
Process Improvement.**  
*Gartner: 2010 CIO Survey by  
the Executive Programs (EXP)*

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Outside-In planning and process that puts customers in the center of the business circle. In 1996, HYM launched the first O-I process methodology, Visual Workflow, which has been used since by companies including eBay, Emerson, HB Fuller, Honeywell, St. Jude's Children's Hospital and several financial institutions.

HYM is affiliated with the London-based BP Group, a not-for-profit, global provider of process certification training. Dick sits on the BP's Advisory Board and is an original member of the Customer Think Advisory Council. Dick has written several books plus numerous white papers and online/journal articles. He currently manages the Outside-In Process group on LinkedIn.

Please forward this e-mail to other colleagues on your team who may have an interest in attending this Webinar. If you need assistance with your registration, e-mail us at [avtexmarketing@avtex.com](mailto:avtexmarketing@avtex.com).

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