

Client Case Studies



Proven solutions that move
the performance needle

Assess Needs

Grow Revenue

Satisfy Customers

Create Leaders

Manage People

Optimize Projects

Measure Results



The Exact Expertise to
Ignite and Sustain Performance™



Case Study Call Center Performance

The Client

AMP is a leading wealth management company with 3,800 employees in Australia and New Zealand. It is Australia's largest retail and corporate superannuation provider, and one of the region's most significant investment managers with more than A\$92 billion in assets under management (as of 31 December 2008). Our focus was on the Customer Service side of the business, in particular the call centers.

The Situation

The Director of Customer Service was asked to:

- Reduce head count
- Increase service levels
- Increase efficiency

The Approach

We used the following:

- Senior Leader performance education and cultural implementation
- Wider leadership performance education and High Performance Environmental Structure (HPES) education over 12 months

The Results

In the words of Helen Wells, Director of Customer Service:

"When I joined AMP, I inherited a branch that I thought was particularly soft. We are now generating revenue figures in this population that are greater than any other channel. This, of course, is additionally impressive as it is within a financial service firm amongst a worldwide financial crisis. I absolutely see this as a result of implementation of the HPES.

When I first joined, each individual had a target of \$1,500/week. I reevaluated that target and set it at \$10,000/week. There was a lot of resistance at the start, but I maintained and enacted the principles of HPES. Since inception (less than one year), the average revenue generated per person is \$6,000-\$8,000/week. I am now in the process of enhancing the rewards mechanism so that I close the gap and achieve an average revenue generation of \$10,000/week.

After adopting HPES, I have seen consistent hitting of targets in my business. The HPES has had a performance-based effect."

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The Exact Expertise to
Ignite and Sustain Performance™

We help make companies more competitive through people.

Founded in 1995 on the principle that training "by itself" will not drive tangible change or business results, we work with a select group of clients to get the most out of their people. Every training and consulting solution we provide increases revenue, decreases costs, or raises productivity.

Who we work with

Our clients are typically mid-market business leaders who believe that investing in people is vital to their success. The majority come from the high-tech, life-sciences, and service industries and often lack the internal resources or expertise to get the job done. They want more than what traditional training and consulting approaches can deliver.

What we do

We get results. Our one-stop-shop offerings range from creating a high performance culture, to outsourcing the training function, to designing and delivering targeted learning solutions. We excel in seven key practice areas: assessment, sales, loyalty, leadership, management, project management, and measurement.

How we do it

We partner with our clients in a way that makes sense for their unique situation. First we identify the key metrics they want to improve. Then we assemble a dedicated team of experts who have successfully solved similar problems with similar clients. Our expertise and flexibility allow us to move the performance needle faster and farther than anyone else in our industry.

Our Guarantee

We are fiercely devoted to the success of our clients and guarantee results.



The Exact Expertise to
Ignite and Sustain Performance™

Our clients tells us that we are different.

Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts who help them to move the needle.

Our sales clients

confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

Our customer loyalty clients

confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.

Our leadership and management clients

decrease their costs by up to 50%, increase speed-to-productivity by 60%, accelerate promotions by 20%, decrease unwanted attrition by up to 40%, and report an additional \$13m to their bottom-line.

Our project management clients

inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

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LSA Client wins 2010.. Learning LEADERS

Bersin & Associates
Leadership Development Program
Excellence Award

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The Exact Expertise to Ignite and Sustain Performance™

Representative Clients

We are fiercely devoted to the success of our clients and proud that over 85% of our business comes from repeat business with satisfied clients.



97.5% client satisfaction

98.2% recommend LSA

98% solution satisfaction

129% knowledge gain

800+ Assessment and Measurement Projects

45+ Client Case Studies

100+ Client Testimonials

Top 10% Certified Experts