

# Business Solutions



**CopperBeech Associates** is a consultancy focused on business process optimization, with particular expertise in the transformation of people intensive customer service and operations functions with a strong focus on people (culture), processes, and systems.

## **Capabilities Include:**

- Assessing Customer Service and Operations Functions: mapping workflows; optimizing staffing; and establishing key metrics for the internal or external customer experience
- Human Resources Support: hiring and recruiting optimization - including recruiting and screening tools and interviewing techniques; onboarding/training (with a focus on faster productivity and retention); and, the establishment of performance standards and incentive programs
- Myers-Briggs Type Indicator® Team Building and Executive/Management Coaching: Group workshops focused on work group effectiveness and effective decision making. Executive and management coaching provided one-on-one with a focus on communication and leadership skills (MBTI® Qualified, Otto Kroeger Associates, 1998)
- Customer Relationship Management: acquisition and retention strategies; sales scripting; and direct mail and outbound calling material management
- Technology Management: assessments; RFP management; and sourcing of technology partners
- Acquisition/Merger Planning and Support: organizational development; change management; and ensuring the continuity of the customer experience