

Creating business certainty
through excellent

certinia

operational leadership

Assuring execution and exceeding expectations everywhere

Operational leadership has always been about meeting the expectations your organisation sets out, however in today's competitive environment companies must keep pushing the boundaries of excellence. Customers want certainty that you can deliver. They need assurance and confidence to choose you and then to renew with you. The ability to reshape operational capabilities and rapidly pivot to serve changing expectations is a competitive advantage that no business can ignore.

Effective execution is critical. Services businesses rely on ensuring they can secure, retain, develop, and motivate the people and consultants on which every operation depends. This requires operational leadership to maintain an optimal balance between the available resources and their rates of utilisation. Only by doing so can leaders achieve both the highest levels of customer satisfaction and the profit margins demanded by the business.

Lack of control and slow decisions have always resulted from distributed data and disconnected processes, while process gaps often allowed revenue to leak away. Service-centric thinking now dominates operations and forward-looking operations leaders are proactively engaging with their peers in the sales and services functions. By working together they can ensure that expensive promises do not lead to impossible or unprofitable projects.

Connected platforms provide effective and efficient ways to identify and allocate the right resources, to the right projects, at the right time and at the right price. This helps every project manager to consistently deliver on time, and on budget. Availability can be ensured. Inaccurate or out of date skills databases are relegated to the past. Valuable, talented consultants can be provided with opportunities to work on projects that deliver against their personal aspirations and development needs, reducing risks of employee attrition.

For the modern services organisation, business operations are the key to doing things differently and better than competitors. This can be delivered through:

- Fully connected services estimating that generates persuasive, deliverable, profitable proposals.
- Speedy and informed allocation of resources that meet both customer needs and employee expectations.
- Frictionless automation that makes it easy to capture every minute of time and penny of expense incurred.
- Clear, connected, and complete visibility of service-centric information and analytics

If every customer promise was met and their expectations were always exceeded, how would this impact your business confidence and certainty?