



Singularity Consulting

Intelligent Relationship Management

Client Success Portfolio



Client Citations

The following demonstrates the breadth of customer relationship management and business intelligence solutions we have provided to clients.

SITEL Customer Interaction Center customer experience process

SITEL is a leading provider of customer interaction center solutions. With more than 20,000 employees in 20 countries, SITEL provides frontline services to many global companies including General Motors.

SITEL's leadership wanted to use their extensive capabilities to offer services directly to consumers. The marketing team had conducted extensive market analysis and had defined a set of products. Defining the customer experience and the process that contributed to that experience, however, remained a challenge. These processes needed to be highly configurable to accommodate a range of service packages and partner requirements. Finally, these processes needed to become the basis of systems requirement for the service.

Through its IRM Strategy solution, Singularity was able to help SITEL define and capture the customer experience under various scenarios. Our senior analyst identified and consolidated data requirements in an Enterprise Data Model. Most importantly, Singularity developed a business process hierarchy that was manageable and highly adaptable.

Healthcare Insurance sales process and systems integration

A Fortune 500 provider of health insurance needed to increase the efficiency and effectiveness of its sales force and improve the profitability of its customers in order to compete and grow. Their goal was to help their sales force manage their clients and prospects more efficiently, provide timely and accurate benefit plans and price them profitably. The complexity of the target solution was in capturing the rules governing various plans and packages, pricing them correctly, accommodating legal mandates and integrating sales, underwriting and actuarial procedures.

One of Singularity's principals architected, designed and led the effort to implement innovative systems solutions that achieved all the above goals. The system integrated multiple packages including Siebel and Trilogy with a large scale custom application that fully integrated the entire sales process across various departments and functions.



ASP Strategic Customer Interaction Management

A leading application service provider (ASP) faced a number of challenges in providing exceptional service to the clients. Foremost among these challenges was the ability to maintain a comprehensive and coherent view of customers as they moved through the sales, implementation and support processes. This capability was not only essential to effective service delivery but it also improved customers' experience as they went through internal "hand-offs." The customer information not included basic data but also customer interactions, issues and resolutions, opportunities and infrastructure and project documents. Additionally, the company needed to make the body of knowledge about its products, underlying technologies and processes easily accessible to all its employees. Finally, the organization needed to quickly and effectively communicate and collaborate with its clients, particularly over the course of the one to three month implementation efforts.

The optimal solution would provide a seamless view of the internal and external (customer) knowledge across the organization and selectively to the client. It would leverage existing technologies, allow the company to reach benefits quickly and require investments that provide a measurable return.

One of Singularity's principals established a program management office to manage the people and process dimensions of the effort, plan and execute technology projects and manage progress, resources and risks. Subsequently, he led the program team in gathering and consolidating requirements, establishing an architecture that included CRM, collaboration and portal technologies, developed an ROI model that included cost savings and increased opportunity, evaluated and selected vendors, planned a phased approach to implementing technologies, managed internal communication and training and administered funding. The team successfully recovered the companies investment in the Siebel CRM application, implemented eRoom as a collaboration and repository environment and provided a seamless interface to these environment through a Plumtree portal.

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Healthcare product management and marketing analysis

Singularity principals have worked with leading data providers and multiple pharmaceutical manufacturers whose efforts and collaboration focused on providing solutions to the complex problems within pharmaceutical marketing. Existing solutions provided a fragmented picture of the marketplace, did not yield clear and confident insight into the effectiveness of promotional activity and perhaps most distressing of all, could not provide an ROI for the millions of dollars spent on promotional activities.

A solution was needed that would bring the ideas and promise of fact based marketing to the problems faced by product managers and the field sales organization. Performance measurement needed to change from activity tracking to market share results. Physician detailing schedules needed to be adjusted to reflect the actual contribution of the physician to market share and lifetime value. Drug manufacturers needed better solutions to managing customer acquisition, retention and profitability. They were looking for a comprehensive solution that would bring together the product movement data, daily activity data from 1000's of detailing representatives and other key elements to gain this insight.

One of Singularity's principals worked with these industry executives to design and develop analytical software and data solutions for use by field reps, sales managers and home office product marketing executives. The integrated solution used a combination of Sales Force Automation, Business Intelligence and Geographic Information System technology, thus providing all levels of management insight into the progress and effectiveness of their marketing efforts and product management strategies.

Retail marketing, sales, and inventory analysis

Leading retailers seek to increase the efficiency and effectiveness of its store operations to improve store profitability, the rate of product turnover and customer service. Success in these areas provides the foundation for delivering strong margins back to business. The improved cash flow reduces external funded requirements resulting in a stronger balance sheet, faster market penetration, strong national/regional brand recognition and improved investor returns.

A principal of Singularity architected, designed and led the efforts to implement innovative systems solutions at several major retailers that achieved the above goals. These solutions typically brought together data about store sales, inventory levels, product turnover, various costs, planning objectives and demographics to develop and deploy the KPI's necessary to monitor performance and the intelligence to quickly capture new market opportunities.

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Retail marketing interactive kiosk

For an established point-of-presence marketing kiosk vendor, a principal of Singularity led an effort to develop wireless web-based applications to drive retail environment devices for interactive, one-to-one marketing. The interactive retail kiosk was linked to the internet, and used to influence and study close-looped buying behavior. Challenges faced included surmounting obstacles to wired and wireless communications under widely diverse retail conditions and information security policy and architecture. This technology tapped the potential for connecting off-line and on-line consumer buying behavior.

Medical Supply Manufacturer and Distributor profitability analysis

With more than 40,000 employees in 100 countries, this client company engages in the worldwide development, manufacture and distribution of a diversified line of products, systems and services used primarily in the healthcare field.

Like many large organizations, this client was data rich but information poor. The volume of data combined with the existing batch driven computing environment made significant data analysis extremely time intensive and expensive. Ad-hoc and change requests took days and often weeks for fulfillment. As a result, many of the business functions improvised, developing their own performance measurements with the limited data they could obtain, manage and analyze with spreadsheet technology. The shortcomings of the existing environment drove them to find a better solution. In an early example of successful cross-functional partnership the sales, marketing, finance and IT teams worked together with one of our principles as the project and technical leader to design and build an integrated Profitability Analysis system.

Upon completion of the project, led by a Singularity principal, substantial results were obtained. For the first time the teams were using common definitions for key performance indicators. Customer and product profitability analysis was leading to product mix optimization. Ad-hoc analysis was now possible in a matter of minutes, improving decision making and market responsiveness. At the same time operational costs were lowered via the elimination of tens of thousands of dollars in monthly IT charge back costs. Lastly, this client discovered an unexpected profit powerhouse in one of its smallest divisions; which contributed significantly more bottom line margin per dollar of revenue than any other division.

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Industrial Manufacturer measurement system

A leading manufacturer of industrial adhesives (a division of a Global 2000 company) focused on solving complex problems with custom solutions was struggling with maintaining market share against its mainstream competitors. They needed to reestablish their market identity and improve market penetration. They were looking for a comprehensive customer solution that can accommodate their current specialty customers but also attract new customers with conventional needs.

One of Singularity's principals helped senior executives of this company develop a clear set of critical success factors (CSFs) and establish key performance indicators (KPIs) to measure the success and progress of their efforts. These goals were focused on establishing a brand presence, improving customer loyalty, shortening the sales cycle and improving the effectiveness of the sales process and providing a consistent customer experience across multiple channels (web, call center and face to face sales calls). This principal also led a team that captured business and system requirements for a self-service web site, call center application and sales system in the form of use cases.

Telecom customer care process engineering

A principal of Singularity led the effort to completely redesign the residential service delivery, billing and customer care life cycle processes for a full service telecommunication provider as a result of merger integration. The project resulted in a streamlined process, redefined roles and departments, and enabling systems that yielded 50% cost reduction over three years, in addition to 30% cycle time reduction and 5% increase in customer retention. Key tools used to deliver rapid results for the client included a process performance framework and a two-day envisioning workshop. The implementation project was approved by management based upon the detailed financial business case, also developed by this consultant.

Telecom call center productivity and automation study

For the largest regional local telecom service provider in the U.S, a principal of Singularity led the effort to identify and qualify sales force automation and customer relationship management support solutions for their custom environment. Selection of work flow and automated document management yielded up to 400% improvement to task productivity in servicing customers.