

# BCO Consultants Newsletter

Summer 2010



## Doesn't time fly when you are having fun?



It is hard to believe that BCO Consultants is just over a year in operation.

When we look back over all that has happened during the past 12 months, it definitely feels like we have been working with our clients for a lot longer than that.

In this first edition of our newsletter, we share some of the highlights and lowlights with you.

## Highlights and lowlights

Signing up our first client, One Foot Abroad, a walking and adventure holidays company.



Being contacted out of the blue by a large Turkish multinational and asked to visit them in London to advise on processes for establishing a new mobile company.



Spending significant amounts of time writing proposals for potential clients, then not hearing back from them again.



Networking, networking and networking. Made lots of new contacts and keeping in touch with ex-colleagues. People have been very helpful with their advice and time.



Working with companies large and small to bring about improvements to the way they do business. A few examples include Microsoft, 1800hotels.com, Vayu, Gentlemen Please, Opet, One Foot Abroad.



## Advice Corner - The Customer Journey

In today's challenging economic climate, customers are becoming more demanding, less forgiving of mistakes, less loyal and more willing to shop around for a better deal.

It is vital that businesses understand how they interact with their customers and what difficulties are being put in their way.

BCO Consultants has helped several clients to assess their own unique **Customer Journey** and to implement numerous improvements.

This journey is made up of 6 different stages, each one of which can result in a potential customer being alienated and not proceeding any further.

Questions to ask yourself include:

**Discover:** What triggers someone to look for your service? How do they find out about you? How do they search for information? Where are your competitors advertising?

**Evaluate:** Does your service inspire people? How can they learn from other people's reviews? Can they consider their decision and consult with friends? Is it obvious what they will be buying?

**Purchase:** What barriers are in the way of a successful purchase? Will confirmation be instantly available? Are there clear refund policies?

**Experience:** Do customers have all necessary information to fully enjoy the service? How will they cope with unexpected issues? What support do you offer?

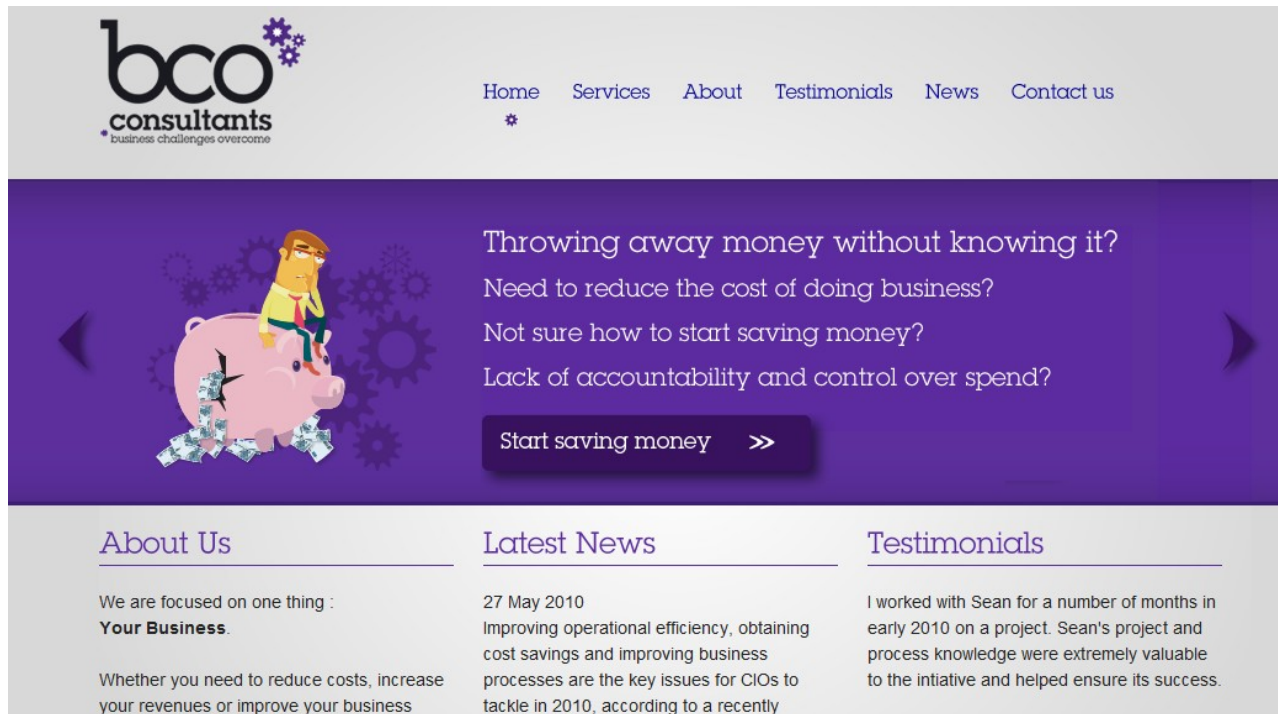
**Remember:** Can customers share memories with friends and family? Can they communicate their experiences with other customers? How do they remain engaged with your company and build desire for future purchases?

**Feedback:** How do you look for feedback? Does information gathered allow you to easily spot new business opportunities? Do you actively solicit ideas for new or improved services?



## Our new website

We are delighted with our new look website and logo, designed and created by Peter from Leaf Studios. Why not check it out at [www.bcoconsultants.com](http://www.bcoconsultants.com)



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Need to reduce the cost of doing business?  
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About Us

We are focused on one thing :  
**Your Business.**

Whether you need to reduce costs, increase your revenues or improve your business

Latest News

27 May 2010  
Improving operational efficiency, obtaining cost savings and improving business processes are the key issues for CIOs to tackle in 2010, according to a recently

Testimonials

I worked with Sean for a number of months in early 2010 on a project. Sean's project and process knowledge were extremely valuable to the initiative and helped ensure its success.

## The right tools to overcome YOUR business challenges

BCO Consultants has a wide range of operational improvement and project management experience drawn from many industry sectors. We also have established partnerships with other consultants, allowing us to offer a complete set of Business Improvement solutions.

If you feel that your business is not as effective as it should be, don't hesitate to contact BCO Consultants for a free consultation.



**Contact Sean on 086 8143156 or [sean@bcoconsultants.com](mailto:sean@bcoconsultants.com)**