

The Effectiveness Company Red Flag System



“Good companies have good ideas, but great companies can implement good ideas better than anyone else.”



EFFECTIVENESS COMPANY

The Challenge

In today's fast moving business world with instant messaging, instant email, instant decision making, it is often the case that something "falls through the crack". Of course you don't realise that it has been overlooked until the small problem that should have been resolved in a few minutes with no drama, suddenly becomes a deal breaker, or a serious risk to continued business, or at the very least causes major stress and blame within the organisation.

All Organisations have some level of IT infrastructures controlling finances, sales and marketing, call centre, servicing, warehousing, distribution etc. however many have no system driven issue management escalation process. The escalation process is often a manual process of somebody taking down some notes on a piece of paper and then placing it along with all the other notes for the person who "deals with problems".

The Solution

The Effectiveness Company operates a business proven "Red Flag System" escalation process, developed by The Effectiveness Company to ensure complete control over customer or internal issues and therefore resulting in predictable outcomes. This system allows the organisation to identify, track, monitor and manage the problems that require swift resolution.

The screenshot displays a web-based interface for a customer issue. At the top right, there is a green button labeled "Hide Hint". The form contains the following fields and values:

- Site / Customer ID: 2022
- Site / Customer Name: Ackermans Bushbuckridge
- Region: Gauteng Mpumalanga
- Cycle: Cycle 4 - 2012
- Contact Person: Miss Helen Mkhabela
- Contact Number: (empty)
- Issue Status: Resolved
- Issue Type: External SYSTEM
- External SYSTEM: RICA - System offline
- Up A Level button
- Captured By: Mr Younus Adams
- Manager: (empty)
- Issue Description: The store had a problem with the Rica Machine. The machine responded with a Code 10 Error. TE contacted the Call Centre and spoke to TK. TK issued a Reference Number 283934. She advised that a Technician will be sent in the store.
- Actions Taken to Resolve Issue: TE has logged an incident with Rica Helpdesk.

The client has full transparency of the escalation process and has unrestricted access to view the exact status of the Red Flagged problems. Every Red Flag problem is stored in a central database that is visible and online to the client at all times.

Using the Red Flag System to identify trends

The Effectiveness Company's Red Flag management System is able to assist clients identify trends in product reliability, stock levels, customer relationship and marketing activities.

The Benefits

Control and Transparency

- The Effectiveness Company's Red Flag System ensures that every problem is submitted, controlled and monitored within the agreed deadline for problem resolution, which can be escalated via SMS and/or e-mail, and that no problems are ignored, overlooked or allowed to go unresolved.
- The escalation process within the Red Flag System transparently pushes the problem to line management for resolution.
- The Red Flag System allows management to effectively, efficiently and promptly assign the required resources to resolve the problems.
- Real time monitoring showing bottlenecks by department down to manager and staff level
- Departmental performance output monitoring

Rapid Problem Resolution:

- The workflow system within the Red Flag System ensures automated alerts at strategic timelines for action required notifications.
- Multiple System programmed deadlines ensures prioritisation given to urgent problem resolution as decided by the client at time of system implementation.
- Online tracking of problems in real time.

Client Satisfaction:

- Improved levels of client satisfaction through rapid resolution of all problems.
- Reduction in future similar problems arising.
- Improved client confidence.

The Organisation:

- Improved performance of staff
- Reduced costs involved in problem resolution.
- Reduced time involved in problem resolution
- Increased staff confidence in problem resolution
- Increased customer retention
- Increase in management ownership

Case Study

Client: Telecommunications Company
Topic: Sales and Distribution

Situation:

- Marketing and selling products nationally throughout South Africa
- National footprint of sales/service outlets throughout South Africa

Client Challenges:

- To increase sales through the national outlet network
- To create greater customer intimacy
- To optimise item stock holding and availability within the national network

Red Flag System monitoring:

By deploying the Red Flag system the client was able in the first month to identify 50,000 issues that had been left unattended for several months and resolve these within the first 2 months. Thereafter to report an average resolution time of between 1-7 days depending on type of issue.



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