



Consulting

High level thinking and improved bottom line



We give advice on what we know best – that clients can acquire, retain and grow customers if they have a clear structure, remove costs, improve customer service and integrate their business with leading tools and technology.

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it comes from deep,
sleeves-rolled-up
experience from
years of helping our
clients grow.'*

High level thinking and improved bottom line

After 27 years in the direct marketing industry there isn't much trouble SEMA's Consulting business hasn't seen. We've seen the simple slip-ups, the cost crises, the campaign failures, and the technology troubles of 100s' of customer organisations.

So when we give advice it's coming from deep, sleeves-rolled-up experience. We've shared both the sleepless nights and the relieved smiles of our clients as we've helped them grow their businesses.

That makes us different from others who are vendors of particular hardware or software solutions.

We only give advice on what we know best, and what we know best is that clients can acquire, retain and grow customers if they have a clear structure, remove costs, improve customer service and integrate their business with leading tools and technology.

So we help clients prioritise issues, fix roadblocks, reduce costs, resolve operational problems, develop continuous improvement programs and create new levels of customer satisfaction to drive business success.

Leading experience to solve business problems

It's about bringing together the capabilities and learnings of the whole SEMA business and offering them to clients to remove costs, plan for growth and improve direct marketing results. It's about high level thinking and improved bottom line.

We start our service by understanding your business. We listen. We ask about the issues and challenges you face in administration, operations, call centre, customer facing divisions, sales, marketing and IT.

Then we plan what the future might look like and what we need to do to get from here to there. Part of that process is creating the business case for change and helping our clients win approval for the change process they need to put in place.

Adding expertise and energy to business improvement

To make change successful we use tried and trusted methodologies from the world's best thinkers as well as our own pragmatic approaches to problem solving.

We are so excited with the results we get when we use these tools inside our own business that we want our clients to be able to use them as well, so not only will we apply our thinking to imagining your future, we will also train your team on how to do it for themselves.

Once we've mapped the future, then it is about implementing the change. We propose and deliver solutions from IT and call centre solutions to customer management processes. We can also help you manage people issues, lead and facilitate change process and select practical technology solutions that make sense for your business.

But no matter whether we are redesigning your operations, building your business case for major transformation or process re-engineering your customer service centre we are focused on giving you advice we know will impact positively on your bottom line.



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