

Welcome to Fathom's newsletter

June 2005

This newsletter highlights some of the activities Fathom has been undertaking in recent months. The eagerly anticipated launch of the RCSA Service Delivery Standard went very well. It was a great opportunity to hear from those who were awarded certification. Our business intelligence solutions have been attracting a lot of interest - particularly the FastTrack metrics overlay. Strategy and Customer Value Propositions have become a hot topic— see the attached presentation. We hope you enjoy this edition.

Launch of the RCSA Service Delivery Standard

Recruitment firms can now demonstrate that their service delivery meets customer and candidate expectations, through the use of the RCSA Service Delivery Standard. The [RCSA](#) launched the Standard at the Symposium in Sydney in March. The industry has shown a great deal of interest in the Standard. Four RCSA Members were awarded certification at the launch.

"I firmly believe that the introduction of the RCSA Service Delivery Standard is a very positive move in assisting in establishing benchmarks for the industry and also setting an appropriate level of expectation for those who work with accredited RCSA members. I would encourage other organizations to consider working toward obtaining certification." – Peter Gleeson, Tanner Menzies.



[Click here for the Media Release](#)

[Click here for testimonials from Staff & Executive Resources, Manpower, Tanner Menzies, and Ryan Recruitment NZ](#)

Business intelligence for FastTrack users

Fathom has developed a new powerful reporting add-on that users of FastTrack can employ. It enables businesses to extract detailed sales and job information on a daily basis. Managers can now see at a glance business-wide job progress, trends in skill demand and availability, shifts in resource rates, and account profitability. Users can conduct their own analysis and generate their own reports on all data collected in FastTrack. For more information contact Michael Hart on 03 9868 21609.

[Click here to view a demo on Business Intelligence](#)

Upcoming events

[14th July, RCSA Lunch, Canberra](#) (and select ACT Region)

[RCSA Standard Workshops, dates and locations TBA](#)

Check your customer value proposition

If you have ever wondered what your customers expect from you and how to deliver that to them, this will be of interest. Many companies are surprised when customers tell them the real reasons they do business with them. Your business needs to understand what you are doing right (or wrong) and develop service delivery systems to support that. We believe that to get this right you need to understand three critical elements – your customer value proposition (CVP), management system and feedback.

[Click here to view a presentation on CVP](#)

Interested to find out more?

[Brochure on the RCSA Service Delivery Standard](#)

[The RCSA Service Delivery Standard Portal](#)

More about Fathom

Fathom is a business solutions provider that combines business management experience with smart technologies. We develop sophisticated performance improvement solutions which are simple, practical and easy to adopt.

We have established a reputation as a leading consultancy in delivery management systems for service businesses, providing strategy development, market research and process improvement and certification services. We have also developed new ap-

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proaches in business intelligence, and created a range of knowledge management and performance measurement solutions using the latest in Microsoft technologies.

Profile on Dianne...

This month we introduce Dianne Gibert, the Operations Director of Fathom Consulting Group. Dianne heads up the Business Consulting unit of Fathom, responsible for managing consulting projects and business development. Dianne has both business and consulting experience across a range of industries including banking, utilities and government, and including 10 years with PA Consulting Group, a major global consulting firm. Her expertise is in customer service, business performance improvement and change management.

Over the past year Dianne has lead Fathom's involvement in the development and implementation of the new RCSA Service Delivery Standard.

Fathom Consulting Group
Level 7, 505 St Kilda Rd, Melbourne Vic 3004
(03) 9868 1609
www.fathomconsulting.com.au



Dianne Gibert,
Operations Director

