

RECESSION 2009

**Consumer Confidence
Index Hits Record Low of
-54 in December of 2008**



Do More with Less *An economic imperative*



Vox ISM
Vox Integrated Solutions Model

The common theme heard across all organizations in a down economy is *do more with less*. This often means that the same work must continue to be done with less people and less money while driving revenue to protect company profitability. This often requires operating changes across both business and IT organizations.

In a down economy, businesses must move away from *growing* customer relationships to *harvesting* customer relationships. In making this transition, consider the following actions to improving efficiency and effectiveness as an organization:

- ▶ **Focus on profitable activities:** Make every marketing, sales, and service dollar count. Extract every dollar of inefficiency from your customer processes. Focus people on more productive activities that drive profitability.
- ▶ **Derive more value from existing customers:** Get the most from every current customer relationship. Sell more to customers you already have. Current customers are a known quantity, understand them and motivate them.
- ▶ **Identify your unprofitable customers:** Aggressively avoid unprofitable customers. Cut them away if profitability is impossible. Focus on customer profitability, not volume.
- ▶ **Leverage your IT assets:** Make every IT dollar count. Extract every dollar of inefficiency you can from your IT processes and ensure that every dollar spent is optimized for the broadest business good.
- ▶ **Empower your employees:** Enable and empower the business. Give the business users the flexibility and ability to do more for themselves at the pace they need to do it.
- ▶ **Optimize current IT capabilities:** Invest in a multi-purpose tool (instead of multiple single purpose tools) on standardized platforms that utilize standardized resources to maximize productivity of existing resources.

The Vox ISM Model fully supports the notion of *doing more with less*, combining Microsoft Dynamics and Vox ISM services that provide a faster return on your investment and focus on driving out inefficiencies and increasing profitability.

- ▶ **Role-Based:** Making it easier for your staff to use and learn, and focused on the information and metrics specific to their business function.
- ▶ **Industry Specific:** So it fits your industry requirements day one, and allows you to optimize the software according to what makes your company successful.
- ▶ **Microsoft family of Office products:** A single integrated system that integrates with the Microsoft family of Office products you already know and use - (Outlook, Word, Excel, and SharePoint).
- ▶ **CRM=RM:** Utilizes Microsoft Dynamics CRM, Customer Relationship Management has evolved to Relationship Management covering clients, prospects, employees, partners, suppliers, distributors, and projects with a focus on billable time.
- ▶ **"Everyone gets it":** 100% of the Employees have access to the information they need to do their jobs. Not just the 15% that typically have access to their business system.

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