



**Consortium**<sup>™</sup>  
for Service Innovation

**“We do groundbreaking work with the Consortium that produces dramatic operational efficiencies.**

**Implementing just one or two high-impact ideas makes membership a great value.”**

- Tom Brennan  
Global Customer Service Transformation,  
ServiceNow

## The Value of Consortium Membership

Engage with industry peers who are setting a new standard for service excellence

Define emerging practices in service, support and customer experience improvement

Bridge the gap between leading academic research and operational reality

### Consortium's Work

The Consortium creates space to think about complex challenges in the world of customer experience and customer support, including:

- KCS<sup>®</sup>: Members continue the evolution of Knowledge-Centered Service
- Intelligent Swarming<sup>sm</sup>: a new way to align people with work (collaboration on steroids)
- Leadership Framework for Service Excellence: an influence network
- Customer Success Initiative: assess and improve the customer experience
- Predictive Customer Engagement: how do we provide information that we have, that customers would value, but don't know to ask us for?

### Ways for the Organization to Engage

- Monthly conference calls on member topics of interest
- Bi-Monthly face-to-face Program Team Meetings
- Consortium Wiki: a member collaboration space
- Access to member-influenced documents, white papers, and case studies
- Opportunities to present at member meetings
- Discounted services for Adoption and Training
- Executive Briefings

### About the Consortium

The Consortium is a non-profit alliance of organizations focused on innovation around customer interaction. Members generate and validate ideas through a process of collective thinking and experience. The Consortium's work integrates academic research and emerging business trends with members' operational perspectives. The result is innovative operational models that improve organizational efficiency, employee satisfaction, and customer success.

For more information about the Consortium, please visit [www.serviceinnovation.org](http://www.serviceinnovation.org).



**“The Consortium’s sustained focus on key challenges has enabled the development of innovative ideas. KCS® (an industry-recognized best practice) was validated through the shared experiences of the members.”**

- Dave Cutler  
Vice President, Venafi

Consortium membership has enabled our company to implement best service practices from around the globe to drive break through customer online experiences with integrated voice, video and automated chat that has shown dramatic improvement in customer satisfaction, employee engagement, and bottom line margin improvements.

- Mike Runda  
Senior Vice President, Remote Customer Services, Xerox

The Consortium provides an opportunity to understand and capitalize on emerging trends. I have more confidence in some of the transformational things I’m trying because of conversations with Consortium members.

- Steve Young  
VP Business Process & Technology,  
Hewlett Packard Enterprise

I feel like a time traveler as a result of participating in Consortium discussions; looking back, I realize we’ve explored emerging trends and capabilities years before they became mainstream.

- Brad Smith  
Founder, Vector Business Navigation

The Consortium is where I go to explore new and different approaches to managing customer support. Members of the Consortium are real-world innovators who make the connection between theory and implementation.

- Christophe Bodin  
Chief Customer Office, Anaplan

**The Consortium facilitates a space for innovative thinking and enables connections with other executives seeking change.**

- Rob Schauble  
VP IoT & Emerging Technologies, Redis Labs