



coach people

passion for excellence.

Hand in Hand

**Measuring and Managing
employee-customer-financial interactions**

Why “Hand in Hand”.

In a service driven and platform-oriented economy, the central role of people becomes pivotal. People inside the company (employees and collaborators) as well as people outside the company (customers and shareholders) have a deep impact on competitive and financial results. This crucial role is coherent also with the recent trend of Humanistic Management and Marketing.

People inside the company and outside the company go hand in hand, they drive company success and profitability.

The benefits of Hand in Hand approach.

- *Joint focus on internal and external factors affecting positive competitive and economic results.*
- *360-degree management of the sources of competitive advantage.*
- *A comprehensive approach in analyzing, measuring, managing.*
- *Possibility to integrate with human resources development (assessment, training, Education, coaching, mentoring) and with customer base management (customer satisfaction management, customer loyalty management, customer equity management).*

The Integrated Model and its measurement and management

In our model, there is a direct and positive (or negative) relationship between internal satisfaction, loyalty and well-being, external

satisfaction and loyalty, as well as positive competitive and economic results. We are able to analyze and measure internal satisfaction as well as external satisfaction. Our integrated approach allows us to estimate the impact of every effort of the company to increase internal and external satisfaction on financial results.

By estimating also the drivers of internal and external satisfaction, we are able to estimate the dollar value, i.e. the return on investment of every action decided on People, internal or external.



Hand in Hand performance growth model.

In Hand to Hand Projects, Coach People relies on a strategic Partner.

*For qualitative and quantitative Market Research activities, for measurement issues and for data analytics, basic or advanced, we rely on our strategic partner, **Target Research.***

*Hand in
Hand*

Strategy Meets People