

*Working together to deliver 'Something4Everyone'*

**Business School**



*“Something4Everyone promises to be the most influential and strategic benchmarking Programme supporting how organisations connect with their customers. Our aim is to catalyse efficient, profitable and appropriate conversations through actionable data, accredited support and academic rigour. With your help we can break through glass ceilings and set new standards in the way customers feel about us”.*

A blue ink signature of Jamie Lywood, written in a cursive style.

Jamie Lywood  
MD - Compathy Limited

# *Something4Everyone*

Empathy Benchmarking Programme

**2011-2015**

Whatever your involvement in Customer Experience, we have

## *'Something4Everyone'*

[Compathy](#), in association with [SOCAPiE](#) and [Oxford Brookes University Business School](#), launch what is set to become the World's most influential benchmark and academic research programme supporting CUSTOMER EXPERIENCE programmes.

### [Benchmark against the World's best from as little as £2,800 plus vat](#)

Twice a year, between 2004 and 2009, Harding & Yorke benchmarked Contact Centres from over **150 companies from 12 different industries**. The measures were on how Agents made Customers feel (Empathy) and how Customers were processed (Process). The empathy findings were found to correlate very strongly with PROFIT and the methodology to be very reliable.

*'Something4Everyone'* is an extension and up-date of the ERIC Benchmark Programme™ giving participating companies:

- **Access to the ongoing and historic findings**
  - Benchmark how you make your customers feel
    - Internal, Peer Group and Cross Industry Comparisons
    - Rankings, Ratings, Standard Deviations and Distributions
  - Identify training needs, 'better practice' and culturally driven behaviours
  - Monitor change initiatives and training programmes
  - Correlate with existing Customer Measures and Performance Metrics
- **Make the findings come alive with support from Empathy Licensees**
  - Secondary 'experiential' analysis and facilitation to identify root causes
  - Engage employees and catalyse action
  - Design and delivery of change initiatives
  - Re-alignment of internal call quality performance measures



*Registration itself does not commit you to participation; however it does give us the opportunity to discuss how the programme will best meet your needs.*

- [Membership of SOCAPiE](#)

The Society of Consumer Affairs Professionals in Europe (SOCAPiE) represents professionals within the consumer affairs and customer service industry. SOCAP in Europe is a not-for-profit organisation that is run with value for its members in mind. There are many benefits to joining. Most importantly our member driven approach and the specific individual support offered by our voluntary Board, allows us to help you to get the best from your Membership. You tell us your needs, and we will do our best to meet them. For this reason the list of benefits of SOCAP membership is continually expanding.



- **Inclusion in, and access to, the ongoing academic research**

At Oxford Brookes University Business School you will find a dynamic and international community of more than 150 academic staff, 2,000 undergraduates and 500 postgraduate and research students. We are consistently applauded for the excellence of our learning and teaching. We have a deep connection with the world of business and practise a special 'Brookes blend' of critical enquiry with practical insight, of rigour with relevance- all of which will be applied to this research programme.

*Something4Everyone* means exactly what it says. Within the research, analysis and insight there are very powerful messages and lessons for everyone.

If you are not in a position to register your personal interest, however you feel that someone else in your organisation might be, then we would be grateful if you could forward this information to them.

- **Eligibility** - Participation is for companies with Contact Centres of any size either, through new and existing SOCAP (Society of Consumer Affairs Professionals) Membership, or through Empathy Licensee sponsorship covering any one of the 4 licensed territories - UK & EMEA, Americas, ASIA and Australasia.
- **Academic Analysis** - Building on their ground-breaking research correlating empathy with profitability, Oxford Brookes University Business School, led by Professor Yuksel Ekinci and supported by Jamie Lywood and Professors Merlin Stone and Bryan Foss are poised to deliver fascinating insight which will drive and inform future customer experience strategies.
- **Research** - The research is designed to be unobtrusive and requires minimum involvement from participating companies. Supplied recorded calls are screened for security and quality and analysis is carried out quickly and efficiently through a team of accredited researchers.
- **Reporting** - Primary reporting allows you to track 'how you make your customers feel', 'how your process them' and identifies performance against key competencies. You will see question-by-question rankings and ratings with distribution curves and standard deviations against the top 60 companies in each territory.
- **Support** - Data alone, whilst potentially fascinating, isn't usually enough to engage your people, catalyse action and drive change. Compathy licenses a limited number of consultancies and training organisations around the world who undertake secondary analysis, present the findings experientially whilst unearthing root cause and design and deliver change initiatives. Every Licensee has exclusive access to over 18 years of empathy development programme expertise and the tools and support developed by working with over 100 companies.

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For further references please go to:

- [Programme Concept & Benefits](#)
- [The ASPIRE Benchmark Question Set](#)
- [Something4Everyone – key benefits](#)
  - [Something4 'Board Directors'](#)
  - [Something4 'Operations'](#)
  - [Something4 'HR & Training'](#)
  - [Something4 'Brand & Marketing'](#)
  - [Something4 'IT'](#)
  - [Something4 'Research'](#)
- [How we Measure:](#)
- [Primary Analysis & Reporting](#)
- [Support and Secondary Analysis \(optional\):](#)
- [Access to your Findings](#)
- [Opportunities](#)
- [Typical Engagement Programmes](#)
- [How we use the Absolute Scale](#)
- [How much does participation cost?](#)
- [REGISTER YOUR INTEREST](#)

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