

## ePerformax Attains Strategic Superiority

Positions where you can occupy a key strong point are important in every endeavor. There are only a few leaders in each country; everyone else marches in their shadow. We “own” a position because of a perceived strength – the perception is indeed the reality. People accept only that which is consistent with what they already know as they add to their perceptions about the position of a product or service.

In business, the most secure positions are owned by those who achieved a base of loyal customers. Premier positions are earned by organizations that have systems for really listening to their customers. They then focus resources on meeting or exceeding needs in a manner that delights customers.

The high ground in business today is owned by names with brand strength like ePerformax Centers in the Philippines and in the US.

ePerformax provides solutions for Fortune 500 companies in information solutions, technology, telecommunications, transportation, travel, hospitality and retail.

With more than 22 years of experience in sales, marketing and contact center operations, Teresa Hartsaw had developed the company's proprietary Performance Maximization Model that enables the company to deliver high-performing customer contact and BPO services in a wide variety of industries.

Companies that derive their success from operational excellence live or die by process improvement, governed generally by the principles of total quality management.



Teresa Hartsaw, President and CEO of ePerformax Contact Centers. Among her industry recognitions are a 2000 Call Center Pioneer award by the editors of Call Center Magazine and a Distinguished Woman of the Year award by Telemarketing & Call Center Solutions (now Customer Inter@ction Solutions).

ePerformax is no different. It constantly polishes its standard operating procedures to cut hassle for its customers. Inside the company, that approach diffused negative emotional reactions. Instead, the company took the position of saying “You’ve done something wrong in the spirit of continuous improvement—how can we do this better the next time?”

One of the things Hartsaw did was create an environment that forced everyone in the company to be closer in touch with customers. She has introduced her pioneering Performance Maximization method, which uses a proprietary Six Sigma-based approach to maximizing performance quality and extensive training for agents and management alike.

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BUSINESS SECTION | PAGE C4

“If the agents are brilliant at what they do, they can improve sales. If they’re not brilliant, they can destroy you. So we’re teaching [them] to be great marketers even if they are in customer service because they are the brand image to the customer,” she tells this columnist.

According to Hartsaw, the results of the high-performance method enables ePerformax a steady track growth with the highest levels of quality and customer satisfaction for its base of Fortune 500 clients. It was awarded its fifth consecutive MVP Quality award from the editors of Customer Interaction Solutions magazine for its Philippine operations.

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ePerformax, in managing people, builds a degree of organizational strength that most competitors find unassailable. Training helps people perform; performance boosts self-worth; a sense of worth builds an employee’s loyalty to the team and the customer. The benefits of this self-reinforcing approach to management show up in both happy employees and a robust set of profit figures.

“This approach follows the Six Sigma DMAIC (Define, Measure, Analyze, Improve, and Control) Improvement Methodology. We’ve translated the concepts of Six Sigma to everyday practices and our focus on the highest-quality customer-service performance,” Hartsaw said.

As a performance guru, she believes anything she approaches is possible if one has three qualities in mind: creativity, passion and commitment.

She notes that the lean Six Sigma is typically a project that is driven by management to attack the lowest-performing, highest-impact processes. “We’ve taken a similar approach and translated the concepts of Six Sigma to everyday practices to support our business-process outsourcing programs and deliver the highest-quality and highest efficiency performance.”

ePerformax’s plan for an IPO that is expected to rise up to P3.3 billion to finance its expansion plans, which involve acquisition or development of business, capital expenditure and increased working capital needs, has been recently approved. BDO Capital & Investment Corp. has been tapped as issue manager and lead underwriter.

“We will double our growth this year, 50 percent to 70 percent on revenues, and increase employment on the number of people,” Hartsaw says. Following five years of unprecedented growth, ePerformax set up operations in Cebu to conduct inbound customer service for two of its major clients.

All in all, the bright glow cast by ePerformax is generated by a canny wave of strategies, superior personnel with unparalleled knowledge, the application of the finest techniques to the customer’s vital processes and an extended network of service capabilities.

That glow signals one thing: solution.

Like strategy and re-engineering, “solution” is a concept that is often referred to but infrequently practiced. But at ePerformax, solution is the foundation of an aggressive and highly successful company.