



**Customer Relationship Management Case Study**  
**Enterprise-wide Risk Management Produces \$10MM**  
January 2008

Denver, CO – The Enterprise-wide Risk Management services of Integrated Risk Management Solutions, LLC produced \$10MM in annual cash flow for a Denver based Customer Relationship Management Company (“client”). The financial improvements were the result of consulting work that enabled senior executives to identify the Total Cost of Risk for the Company, more effectively manage risk prevention programs, recapture lost revenue from fraudulent employee activity and reduce insurance costs. Client customers were willing to purchase additional services due the integrated approach to managing risk.

The processes deployed by Integrated Risk Management Solutions, LLC included:

- Determining the Total Cost of Risk totaling \$60MM annually (7% of revenue).
- Facilitating executive team identification of risks that could drive a material cash flow impact in 90 days (materiality standard \$1MM).
- Prioritizing risks; a) client retention, b) contract scope creep, c) contract billing, d) fraudulent usage of client systems by employees, e) international operations performance and integrity.

The Company was counseled to form an Executive Risk Management Committee with reporting responsibility to the CEO and Board of Directors. Risk prevention programs were aligned and prioritized. A Chief Risk Officer was appointed to oversee all risk prevention and risk transfer programs for the Company. Cash flow was improved by \$10MM as follows:

- Security costs reduced by \$4MM annually
- Insurance and claims costs reduced by \$5MM annually – improved program and pricing, and formulation of captive insurance program with integrated umbrella
- Fraud prevention programs generated new cash flow by \$1MM annually – client customer revenue was improved by \$4MM annually do to program improvements and reduced fraud losses
- \$.02 per share earnings impact realized

Client customers and prospects responded positively to the Integrated Risk Management approach and culture leading to renewed and new multi-year, multi-million dollar contracts.

Integrated Risk Management Solutions, LLC of Denver, CO provides consulting and coaching services to the C-Suite enabling top-down leadership of corporate risk functions. The result is a holistic approach that drives a risk based culture and prevention-centric behavior across the organization. Cash flow is improved with an anticipated ROI of 4:1.

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