



13th Annual North American Shared Services & OUTSOURCING SUMMIT

NASA, Nike and Hyatt Share Advice and Insight in Preparation for the Shared Services Summit

New York, NY/Chicago, IL July 28, 2009 – In preparation for the [13th Annual North American Shared Services & Outsourcing Summit](#), SSON interviewed three members of its speaker faculty to share insight on challenges and topics they are discussing at the summit.

A common goal organizations have for its shared services centers is to increase efficiency and measurement. **Joyce M. Short, Deputy Director and Director of Service Delivery, NASA Shared Services Center** suggests, "Invest in business intelligence infrastructure."

Short explains, "Business intelligence infrastructure encompasses not just the tools, but the methodology for choosing what to measure and how to measure it and a strategy for how you'll use what you get."

Melissa Lytell, Director, HR Shared Services, US Department of State recommends leveraging customer feedback in order to streamline costs and maximize shared service efforts.

"Do not minimize the role customer feedback plays in the implementation of a successful Shared Services model," **Lytell** advises. "Listen to your customers. Follow-up with dissatisfied customers and utilize information gained from lessons learned. Follow through on promises to customers."

Corporations who have passed the implementation stages of shared services initiatives aren't in the clear either. **Colin Lubbe, VP, Financial Shared Services, Global Hyatt Corporation** discusses common potholes organizations encounter during the transition period from the conceptual model for outsourcing to the actual execution, commenting, "After the first few months, the various parties suddenly realize that the heavy lifting they've been doing during the transition phase is not going to be sustainable, and that they need to find a more natural and normal way of working together."

All three are presenting strategies pertaining to shared services measurement, customer satisfaction and BPO at the [13th Annual North American Shared Services & Outsourcing Summit](#), taking place **September 28-October 1, 2009, Swissôtel in Chicago, IL**. Discussions are designed to increase learning retention, formatted in interactive sessions, including the **Learning Lab, Innovative Think Tank** and **Quick Wins Energizers**.

Additional shared services strategies are available online at www.sharedservicesummit.com.

[SSON](#) provides research, training, and networking for over 7,000 shared services executive members from over 50 countries around the world.

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