

Marketing
Services
Firm

The Challenge Stagnating revenue growth on long-term account

The Solution: Increase the margin on the account by strategically reducing the effort of higher-paid resources

Method: Standardized capture and communication of client requests and coached the client on their responsibility to fully communicate needs. Junior staff members were then trained on the process and systematically brought to client meetings once it was solidly in place.

Results: Margin was increased from 45% to 70% over a 9-12 month period by significantly reducing the amount of time senior staff spent on the account.

Delivery quality and billable rates were retained and junior staff members were happier with their roles because they had more accountability for and understanding of deliverables.

Data &
Analytic
Services

The Challenge Increase client satisfaction by reducing delivery time

The Solution: Reduced time needed to respond by storing aggregated results

Method: Audited client requests to identify most frequent questions and analyzed how often data was updated to understand the best time to generate results. Calculations were standardized, generated at optimal frequency without compromising recency, and results were stored in an easily accessible format.

Results: Delivery time to the client was cut by 50% while standard calculations increased the consistency of results.

Subsequently, client follow-up questions were greatly reduced and client satisfaction increased.

The Challenge Simplify custom offering to meet increased demand

Software
Development
Firm

The Solution: Redefined custom software for each client into a pre-defined system with customizable options

Method: Assessed existing offerings to understand similarities. A small group of employees were retrained and dedicated to the project on a short-term basis. The product was then updated with a core base and standard options for customization. Coding, deployment and testing were also standardized.

Results: Reduced development time from 8 months to 4 weeks.

Reliability of code was increased with test coverage and accuracy moving from 60% - 95%.

The new offering improved client understanding of the process and ultimately increased client satisfaction of the end product.

The Challenge Remove points when customers returned merchandise

National
Retailer

The Solution: Bridge gap between departmental systems

Method: Analyzed disparate systems where points were being posted and returned merchandise was being tracked. A standard calculation was developed to assess the value of merchandise being returned and the associated points. A process was defined to send records from Marketing to IT in time to remove points before posting to customer accounts occurred.

Results: Annual savings of \$375,000 from recaptured points.

The relationship between departments was improved by working on a joint project with a common goal.

Savings were subsequently re-invested in the development of a best customer program.