

Division

Turnaround

*Streamlining
and standardizing
a marketing
delivery group*

Background

A division within a marketing company was experiencing multiple business errors, which resulted in jeopardized client relationships, legal issues, and frequent violations of state regulatory requirements. Other errors led to missed deadlines and an overall drop in quality.

Contributing to the problem were wide variations in employees' understanding of division legal and execution requirements, inefficient processes, and inappropriate assignment of job tasks. Lacking internal resources to assess the situation and implement changes, the company brought in a seasoned project leader.

Solution

Following an evaluation of job roles, responsibilities and account assignments, the project leader reallocated people and tasks to align skills and experience, and moved experienced team members to large, complex accounts while reassigning less experienced staff to lower-risk projects.

To address regulatory compliance issues and missed deadlines, the project leader deployed project management software that assisted in task management and reporting. Simultaneously, processes were developed and documented for all executional components, involving team members in the process in order to take advantage of their expertise and assure buy-in.

To ensure that employees understood the new processes and regulatory guidelines, the project leader developed a comprehensive training manual for both new and existing employees.

Results

The quality of services rose dramatically and overall client satisfaction increased ~ particularly among the large clients. State regulatory deadlines were met consistently, while documented processes significantly reduced new employee training time. The result was a more agile division that was well positioned to handle future growth.

Take action. Call us today.

See how we can help you make and keep commitments. Our partners are located in the Minneapolis/St. Paul area, and have experience managing projects in both North America and Europe.

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Logic Intuition

Project Leadership Services

We help you make and keep commitments.