

CASE STUDY

## Operational Turnaround Earns Top Industry Rating



Operational Turnaround Restores Confidence, Fuels Sales Growth, and Earns Top Three Industry Rating

**Problem:** A marketing services company's e-marketing platform was not meeting customer expectations in terms of functionality, scalability or reliability. Major clients were frustrated and threatening to switch providers, key members of the team were over-burdened, stressed out, and on the verge of leaving the firm, and sales were trending downward.

**Solution:** Progility Partners led a multi-faceted improvement plan to identify and address the root causes of poor system performance, instability, functional deficiencies, workload inefficiencies, and low morale. The investigation revealed that while some functionality was lacking, the core architecture of the platform was sound. However, structural defects in the code were having a negative impact on reliability, and the data center infrastructure was ill-suited to accommodate existing volume, let alone growth. Solutions to these underlying issues were identified and implemented, and new functional leadership was identified and brought on board.

**Result:** Reliability and scalability improved dramatically, as did customer satisfaction with no major clients lost. Within 7 months, sales volume, revenue and profit all grew significantly, exceeding plan. The team stabilized under new leadership and succeeded in balancing its workload using weekly meetings to define and set priorities. The operation continued to track and show measurable improvements in system uptime and volume. Additionally, the firm was recognized by a leading industry analyst as one of the top three providers in its annual buyer's guide report.

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