



ENGAGED MARKETING TEAMS

- **Client:** A large financial services company
- **Business Area:** Corporate Marketing
- **Opportunity:** Streamline processes and manage work distribution for a team that executes outbound marketing campaigns; align team structure and skills with goals for performance management; and monitor visual data to sustain optimal performance
- **Results:**
 - Deployed a new technical solution (out-of-the-box software) to reduce work time for campaign generation
 - Improved labor efficiency in a critical technical role that requires advanced HTML and data analysis skills
 - Delivered a staffing model to support and rationalize future growth needs