



# Improving Sales Effectiveness

## A BridgePoint Case Study

### THE SITUATION

Our client needed critical assistance accessing its operating health. For years, they had focused their energies on tracking individual activities with little emphasis on true KPIs and outcomes. The goal was to improve Key Performance Indicators (KPIs) through increased measurement of strategic objectives and create an organizational strategic scorecard.

#### Key Facts Highlighting Our Client’s Challenge:

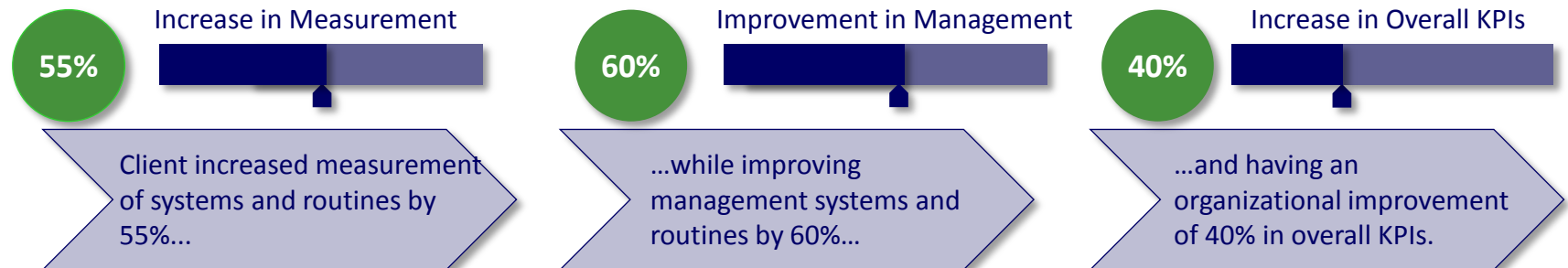
No measurement of KPIs	Lack of reliable information
Tracking tactical activities	Influx of “noise”
Senior executives unable to focus on operating health	Unable to follow strategic plan appropriately

### THE APPROACH

Leveraging our strategic scorecard, the client was able to focus on KPIs across the following categories: Financial Outcomes, Customer Experience, Growth and Retention, Operations and People. They were able to finally transform data into information that they could use in practice.

As a result of this operating health initiative, the client was able to take their categorical information and develop new metrics to apply toward their strategic plans. Their senior leadership was able to align across these key KPI metrics and improve the operating health of the organization.

### THE BUSINESS RESULT\*



**The client successfully improved KPIs and improved operating health of the organization through the implementation of a new management operating discipline.**

\*Anticipated results based on projections