



Increasing Marketing Effectiveness

A BridgePoint Case Study

THE SITUATION

Our client was concerned with their ability to meet both internal and client marketing demands. They were interested in evaluating the maturity of their organizational capabilities as well as focusing on process improvements where most impactful.

Key Facts Highlighting Our Client's Challenge:

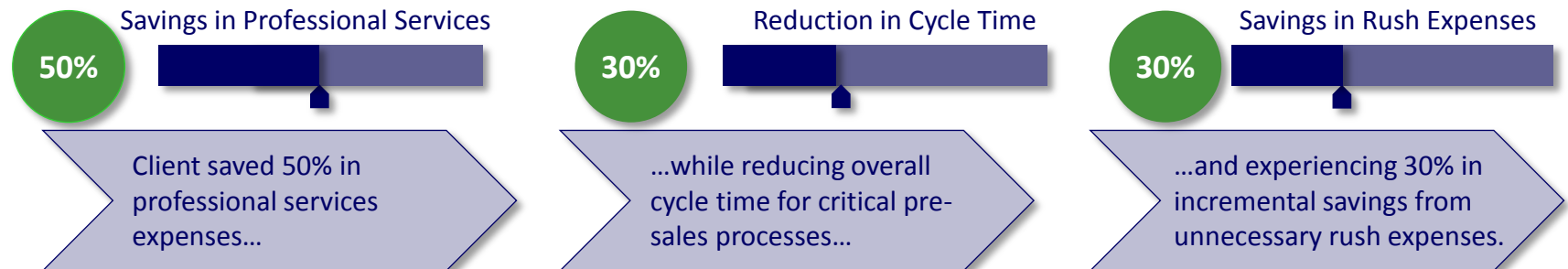
High levels of pre-sale customization	Unable to leverage cost savings
Low marketing capabilities maturity relative to peers	Lacking parity with the market
Workflow inefficiencies	Inability to react quickly

THE APPROACH

Leveraging the project's detailed analysis, our client implemented new definitions of success across the marketing organization. The goal was to lead with a strategic plan as an overlay to tactical efforts, then to further improve stakeholder satisfaction with process and technical enhancements.

Our client utilized the findings from the core process work to address the issues surrounding unlimited demand entering the system as well as the work occurring outside formal channels. They focused on improvements of cycle times for key processes (e.g., development of RFPs, sales materials and customized client campaigns) and examined ways to monitor workflow in relation to available resources.

THE BUSINESS RESULT*



The client was able to improve overall marketing effectiveness with enhanced workflow technology, the development of a robust management dashboard and shared end-to-end alignment.

*Anticipated results based on projections