

## CASE STUDY.



### PRODUCT: **Compass**

**PROBLEM:** Williams Lea have an off-shore presentation services team that deal with a large volume of inbound client requests. They wanted to understand how to best optimise this team to improve the employee experience and deliver stand out customer service.

### WHAT WE DID

We ran our data-driven diagnostic that:

- Captured live data across all tasks, processes and people
- Held user interviews to understand bottlenecks and pain points in as-is processes
- Determined baseline productivity metrics to understand what was working and opportunities for improvement
- Produced a comprehensive business case report with recommendations, costings and timings to improve the employee experience and accelerate time to value for customers

### OUTCOMES

We identified improvements opportunities:

1. Automating triage and workflow allocation to reduce waiting time
2. Automating presentation standardization in line with client branding guidelines
3. Restructuring the team to enable dynamic workflows and optimise team skillsets

The opportunities identified would free up team capacity by 38% and increase the volume of queries processed without expanding the team

### THE COGNITION DIFFERENCE

Because we used our people-centric approach we also used the data to:

- Understand user painpoints to address to get their buy-in for our recommendations
- Identify top performers to be recognised and promoted
- Determine the extra training required to support the team and reduce the high amount of adhoc knowledge sharing
- Redefine the team structure to optimise expertise and capabilities

