

Sample Case Studies

Case Study for The Bus Concept (<http://BusConcept.com>)



Customer Overview:

Sustainable Solutions helps other businesses build sustainable and 'green,' business and environmental systems in Shwenksville, PA.

Unique Business Challenge

Because of inefficiency and redundant operations, Sustainable Solutions Corporation was in trouble.

Client Outcome

"Our team members are more dedicated and I have to say that it feels like at least a one-hundred percent increase in efficiency. Before, when one person was stuck in a process, it effected everyone else. Zeke helped us put the right person in the right type of job so the blocks were eliminated." --Tara Radzinski, V.P.

Can a simple assessment of a few employees really save a company from impending financial disaster?

How The Bus Concept's unique tools, enhanced Sustainable Solutions Corporation's productivity by nearly 100%.

When you think of redundant work practices and grossly inefficient operations, what's some to mind?

- a global corporation with thousands of frenzied employees buzzing around like bees unaware of what other departments and divisions are doing?
- the mass confusion of volumes of policies and procedures gathering dust?
- big budgets that absorb any losses in productivity?

"Think again," says Tara Radzinski, VP of Sustainable Solutions Corporation, a five employee firm that helps other businesses build sustainable and 'green,' business and environmental systems in Shwenksville, PA.

Limping along

"We're a small company with only five employees, but the challenges that faced us were daunting," says Radzinski. And with good reason. Because of inefficiency and redundant operations, Sustainable Solutions Corporation was just barely limping along according to Tara.

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"Everyone on the team was feeling the stress of decreased productivity. It led to prolonged project completion time and, ultimately, a loss of profit per project," says Radzinski who's responsibilities include the cash-flow management and forecasting.

Radzinski had long thought about the benefits of employee assessments, but put it off. She and her husband, Tad, an environmental design expert, felt that by managing employees more closely and establishing systems would solve the challenges they faced.

Square pegs in round holes

What they didn't yet understand was that their employees weren't matched to the right jobs and in some cases, were like the proverbial square-peg-in-a-round-hole. Not exactly the kind of employee-job fit that would insure a smooth running operation.

"One employee in particular," says Radzinski, "was trying very hard to fit in. But it was apparent to everyone that despite her best efforts, she couldn't make it work. She really needed to move on."

Radzinski's experience isn't all that uncommon. Companies large and small struggle with high turnover rates and the associated costs that accompany losses in worker productivity. Most companies attempt to screen their applicants according to experience, work history, education, and other factors.

Only a few take the additional step to assess their potential employees for job fit. But according to Radzinski, "They can't afford not to take this necessary step. It can literally mean the difference between stagnation and creating momentum in their business."

Two surprises and a very personal bonus

The Bus Concept's employee assessment revealed some surprises for Sustainable Solutions Corporation. Among them was the confirmation that a former employee, though she possessed admirable skills, was completely ill-suited for the position she occupied.

"She was highly creative individual and couldn't find any traction in the systems-influenced role she was hired to fill. It was only through The Bus Concept's assessment tools that we were able to see this."

Another surprise was of a different sort. Radzinski and her husband were delighted to learn the new employee, though very young and inexperienced, dovetailed beautifully with the demands of her new position.

Where the former employee labored under the restriction of systems and structure, the new team member was poised to flourish in the same environment. "We couldn't be happier with this new hire. And we knew she'd be a perfect fit because the Bus Concept assessment indicated such a strong match in work style and personality."

The bonus Radzinski soon discovered was more personal. Married to Tad for almost twenty years, their communications styles were set long ago. "But Zeke taught us something very interesting," says Radzinski.

"My husband is an engineer and he sees what's directly in front of him. On the other hand, I think in terms of the 'big picture' and the two styles often don't mesh well in

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our communication. Since taking the Bus Concept's assessment, we've learned how to communicate on a professional level with much more efficiency. We get what the other is saying and that saves us even more time."

But the personal bonus?

Radzinski doesn't hesitate to add, "The Bus Concept has even helped improve our marriage. I mean, marriage is about communication. And now that Tad and I are better communicators on the job, it naturally carries over into our personal relationship."

A 100% increase in efficiency

Zeke Lopez, Bus Concept Principal, conducted the assessment for Sustainable Solutions Corporation and Radzinski isn't shy about how she feels about Zeke. "He's priceless! I've told him that a hundred times."

"What Zeke is able to do for us in getting the right people in the right jobs, has truly transformed our business. This is a much happier place to work."

"Our team members are more dedicated and I have to say that it feels like at least a one-hundred percent increase in efficiency. Before, when one person was stuck in a process, it effected everyone else. Zeke helped us put the right person in the right type of job so the blocks were eliminated."

Care, guidance, and protection

Radzinski adds, "Zeke is all about caring for, guiding, and when necessary, protecting his clients. He's gone the extra mile over and above what I expected. He truly cares about our success. Like I said, he's priceless."

"If I had the opportunity to speak to other businesses considering a situation where they knew they needed help figuring out why their business team isn't working, I'd say loudly that you can't afford NOT to have Zeke on your team."

Value far exceeds price

In terms of cost and return on her investment, Radzinski is still in raving-fan mode when she states, "I'd pay him...any amount...to get the same results again. It's truly a miraculous service that Zeke and The Bus Concept provides. A business owner simply can't go wrong. Zeke provides the value that every business owner dreams of and thinks doesn't exist."

Exponential growth

"Though we haven't yet instituted all the changes Zeke has suggested, I can already see that we're positioned for exponential growth, both personally and professionally. Through his personal coaching, my husband the engineer is much better at seeing and talking about the bigger picture and that has created a new synergy between what we both do for the company. That's a very powerful outcome."

Case Study for elf design (<http://www.elf-design.com>)



Client Overview:

Radiance Health Solutions is a detox spa in the San Francisco Bay Area and specializes in cleansing and detox programs to help people lose weight, have more energy, and achieve optimum health.

Unique Business Challenge

As a new business, there wasn't a precedent for a brand. The challenge was to discover the visual identity of a business that had no real track record. It wasn't a business makeover situation; the main hurdle was to uncover from within the visual branding components of Radiance Health Solutions.

Client Outcome

The resulting overall brand identity enabled Radiance Health Solutions to charge significantly more than their competition and get it without customer objections.

How a new business lacking a track record soared to success with a comprehensive brand identity from elf design

Radiance Health Solutions discovers their underlying identity and creates a lasting impression of success and comfort for their customers

"I wasn't all that motivated to work with Erin."

Shannon Law, owner of Radiance Health Solutions, a detox spa located in Campbell, California had worked with a designer before. Her experience was similar to hundreds of others - it was mixed.

"I'd worked another designer and had a mixed experience. So when a friend and colleague referred me to Erin, I wasn't all that motivated to repeat the same experience."

More than design

But Shannon found that Erin wasn't just a designer. "She's the total branding queen." Working with Erin began with a very comprehensive introduction: A ten page survey.

"This tool was so comprehensive. It asked everything you can possibly imagine about my customers. She asked about demographics, psychographics, television viewing habits, income levels, geographic issues, etc. A valuable benefit for me was, after completing this questionnaire, I knew my customers in greater detail than I had previously."

Customers make decisions based on branding

"I find that a lot of my customers base their decision to visit us based on our website. Knowing this makes the branding, colors, tone, and feel of the site of incredible importance. What Erin did was not only create a website that addresses these issues, but she linked every component of our marketing presence with this same identity."

At every point of contact with Radiance Health Solutions, whether it's the website, an appointment card, a brochure, a thank you note, a letter on business stationery, even the décor of the spa itself, customers are in touch with the core branding identity.

The result, says Shannon, is customers feel at home. "They know what to expect. They feel each phase of the process -from the waiting area décor to the appointment card for their next visit- greets them with the same comforting, visual message."

"Even when I worked with Erin to create the Detox Diva sub-brand, the process was the same. 'Detox Diva' has her own look and feel while still remaining linked with the overall design of the parent brand of Radiance Health Solutions."

An experience at a higher level

"When I think about working with Erin a lot of terms come to mind: Having fun, exploring opportunities, visioning, dreaming - she took me through a process that educated me about my customers and simultaneously created an identity for my company."

"It's a higher-level experience. It goes beyond design and marketing. It's like seeing the 'swoosh' and immediately understanding that Nike® is the brand. That's the power of what Erin does. She works with you to create a lasting impression of success for your company."

Shannon states that she has an official 'board of business advisors' who provide input on issues like long-term planning, business growth, marketing, and product development. "Erin is definitely on my board of advisors. I wouldn't think of making any branding decision without first talking it over with her."

Higher level results

"Because of what Erin has helped us achieve in our branding, we're able to charge a premium fee for the services we offer our clients. The branding element allows us to project an image that is not only professional, but a cut above that of our competitors. It allows us to be more financially successful as well as more visible in the marketplace."

Spreading the word

"I'd recommend Erin in a heart-beat. Her approach is so comprehensive that you simply can't go wrong. Erin's ability to get inside the head of her client's business is what allows her to create such a comprehensive result."

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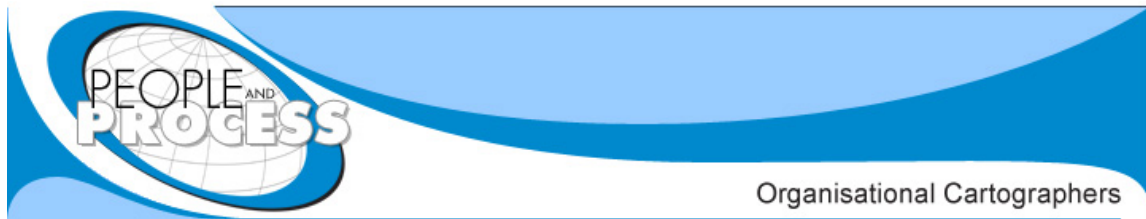
"I'm so happy with the results of our professional relationship that I look forward to working with Erin on additional projects. She's taught me a great deal about branding. I'm looking at my friends' business cards and websites and saying to them, 'you need to talk to Erin!'"

"I'm a very satisfied client and would recommend Erin and elf design to any business looking at establishing or making over their branding identity. Erin asks the right questions and that saves you time and money."

"She's really amazing at hitting your vision and getting inside your brain. She knows what's you're thinking and where you want to go. In design and branding, that's rare. If you're not using Erin, you should be." ☺

Case Study for People and Process Limited.

(<http://www.people-and-process.com>)



Client Overview:

Telecom Fiji, Ltd. (TFL) is currently the sole telecommunications licensee for the nation of Fiji. Incorporated in 1990, Telecom Fiji has three subsidiaries and a majority ownership in Vodafone.

Unique Business Challenge

Originally the license granted by the government of Fiji extended through 2014. Recently the government indicated that it would be deregulating the telecommunications industry thereby opening the door to a potential flood of competitors. In preparation for increased competition, Telecom Fiji undertook a company wide change management plan that included retaining Stephen Hay of People and Process, Ltd. to map their company processes and suggest a change and implementation plan.

Client Outcome

Results included a bottom line savings of over \$6M in annual operational costs, and a renewed commitment by employees to embrace the coming changes and discover their role in directing the future of TFL.

How People and Process enabled an industry leader to discover a leaner, more profitable, and more customer-focused organization

"In the face of impending deregulation -without the services of Stephen Hay- Telecom Fiji could have been rendered irrelevant."

--Taito Tabaleka, Acting CEO of Telecom Fiji, Ltd.

The reality of industry deregulation

"Telecom Fiji, Ltd. (TFL) was given the exclusive license to provide telecommunication services to the nation of Fiji in 1990. Originally the exclusivity was to run through 2014. However, the government has announced impending deregulation of the industry and in order to prepare for the coming era of competition, TFL embarked upon a change management process."

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"In the face of impending deregulation -without the services of Stephen Hay- Telecom Fiji could have been rendered irrelevant." adds Taito Tabaleka, Acting CEO of TFL.

The threat of increased competition

Tabaleka explained it was because TFL evolved from a government department that it retained many of the inefficiencies and process duplications common to government operations. With the government announcing impending deregulation of the industry, TFL needed to streamline their growing organizational structure in order to better serve and retain customers.

Confronted with growing evidence that competitive forces were becoming better organized, TFL instituted a company-wide change management process. "Customers were telling us that we needed to change," said Tabaleka.

"Instead of having one customer-focused face, Telecom Fiji and it's subsidiaries had become a three-faced entity. For the customer, it was very confusing."

A mandate for change

"The customer gave us a clear mandate for change. With the threat of increased competition on the horizon, Telecom Fiji embarked upon a company-wide change process. Stephen Hay was retained to help us align customer processes across the three companies."

Each of the three subsidiaries of TFL (Connect, a subsidiary providing Internet services; Xceed Pasifika Limited, concerned with PBX equipment and customer premises recruitment; and TransTel, another wholly owned TFL company) had their own systems and processes. In order to resolve a customer service issue, the processes often spanned two or more companies and the customer was lost in the process.

"The main challenge for Stephen was to align the interrelated processes across three subsidiaries and align them with one primary focus: enhanced customer service."

The primacy of communication

"Stephen was able to communicate across company boundaries in such a way that employees felt he had their interest at heart. He communicated very effectively that he wasn't here to eliminate jobs, but to help the company function more efficiently for the long term," stated Tabaleka.

"One strategy Stephen used to encourage employee involvement and participation was to hold management-free brainstorming sessions. Only the staff, the Managing Director, and myself were able to attend these strategy sessions. No other management was admitted. This allowed the people on the ground level to brainstorm processes and solutions that they had to work with. With this strategy, Stephen immediately eliminated the fear of voicing opinions.

'Let's go and fix this thing'

Tabaleka isn't shy about sharing the results. "This fostered an empowering attitude on the part of employees. They participated in an extraordinary manner; the level of their involvement in the change process was accompanied by a remarkable openness to own the problems and the responsibility to identify the changes needed. The common theme was, 'Let's go and fix this thing.'"

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"They adopted a willingness to fix what was wrong and to persevere in the resulting 'sell to management.' The level of practical insight that came out of the management-free sessions were such that, had we been left by ourselves, management would never had seen the situation the same way nor come up with the ideas and solutions produced by the staff."

Knowledge transfer to the local level

Because further mapping will be required for full implementation across TFL, Stephen trained two individuals to function as designated knowledge sources locally. These two employees report directly to the CEO.

Tabaleka explained when Stephen's eleven month consulting with TFL came to a close, both of the employees were able to carry on the additional process mapping, bring stakeholders together for brainstorming sessions, and make formal presentations to management.

"Stephen passed the essential knowledge and vision to these two people in order for Telecom Fiji to continue the change management process. They possess the necessary knowledge and skills required to see us through full implementation."

Tabaleka admits change isn't always well-received by management. When suggestions are challenged by general management, the CEO takes each one through a process called fish-bowling that allows "a process drone to be tested in the environment of the change." This enables management to see that traditional 'top down' process generation isn't always the best solution.

A leaner, more profitable company

Process mapping brings an awareness of organizational redundancies in structure and in process. This is problematic in that it adds additional personnel and organizational expense.

Before the change processes were implemented, TFL employed 1,500 people. Throughout the process mapping and change management process, many employees chose to leave in the face of redundancies that surfaced across the three companies.

Tabaleka adds, "That alone saves the company \$6 million in annual operating costs. But the real savings comes from elimination of redundant procedures. Customer service will be further enhanced and the processes for solving customer concerns, streamlined. Even in the preliminary stage of our implementation, we forecast an increase in profits of 18 percent."

Results and outcomes

Perhaps the most meaningful outcomes from Stephen's work with Telecom Fiji were the three most beneficial as identified by Mr. Tabaleka.

"Firstly, Stephen was able to cut across the various boundaries that exist between divisions and companies - looking at the issues instead of the personnel. This enabled us to focus on what the company really wants to do. It helped many employees to align themselves with the centrality of the customer; the reality is that

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if the customer walks away, the company becomes irrelevant. The centrality of the customer became very real."

"Secondly, Stephen was very effective in communicating the definitive, detailed reasons behind the changes suggested. He repeatedly reminded us that there were valid, functional reasons for the changes; that in order for TFL to survive and position itself for future stability, changes were essential and the need for implementation was urgent."

"Finally, Stephen helped staff discover their sense of ownership of both the problems inherent in the organizational structure and their ability to initiate change. They realized that change ultimately enhances both customer service and corporate health."

A hunger for lasting change

"Stephen has an amazing ability to communicate his hunger for seeing his clients implement the changes he helps uncover. An important component in bringing lasting change across the many levels of an organization is identifying the right organization to work with. When we interviewed Stephen, we knew his character was going to be key to the entire process."

"I also found his project management skills were very sophisticated and they enabled him to manage across the company's many divisions and corporate boundaries."

"More importantly," says Tabaleka, "he reminded us that TFL would realize the ultimate value from his service by implementing the changes suggested and becoming the streamlined, efficient organization that would stand the test of time and competition."

"On a personal level, I have a great deal of respect for the integrity of Stephen's work. It was done with a sense of urgency balanced with the desire that we would receive genuine value from his services. He is very, very organized and his approach to helping Telecom Fiji prepare itself for the days ahead were indispensable."

How Can We Help You?

If you've read the case studies above, you can see how easily it is to get the power of a case study working for your business.

Imagine a case study, like anyone of these, on your website and appearing in your marketing collateral. Can you see how a case study sells your company like no biased salesperson ever could?

To get in touch with us, [simply click here](#) or send email to the address below.

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