

## **Marketing Firm Operations Design and Implementation**

**Client Need:** An internet marketing firm was experiencing potential client loss, productivity declines, staffing increases, very low employee morale and was interested in reversing this trend by enhancing all aspects of its operation including organizational structure, management, advertiser experience, etc.

**Solution:** BenchMark Consulting developed and provided implementation assistance with a target operating environment along with workflow redesign, functional job descriptions, performance goals, and service levels. A staffing model was developed and management was trained in its use. Benchmark assisted with staff and management mentoring, department operations management.

**Results:** Annual savings of nearly \$1.4 million were implemented from organizational and operations improvements, which greatly improved advertiser experience and employee morale.