



# Success Story

## A National Media Organization-Over a Million Subscribers

The Comb Group was selected over several International consulting firms to conduct an optimization and alignment study in the Circulation Service Center. This organization's productivity levels were at 60% and service issues were increasing by 10%-15% a day due to inconsistent business processes. The department (circulation) desired to:

- Optimize productivity and throughput in a high volume environment.
- Maximize Customer Satisfaction based on the fact that subscriber volumes have a direct correlation to advertising sales and revenues.
- Improve Cross-Selling and Retention through improved organizational structures, training, and change management.
- Address the Service Needs of consumers by providing alternative service channels effectively and within Consumer Service demands.

The team delivered an optimization report and tool that detailed the top 10 quick hits to improved performance and also delivered a 2 year strategic map. The client has implemented many of the quick hits improvements and they are currently in the process of completing the others.

Some of the results include:

- Identified opportunity to service an additional 492,740 calls per year with existing staff.
- With People, Process, and Technology recommendations taken, could save \$870,000 per year. This estimation has been reviewed and approved by executive staff.

Timeline: 6 weeks from project initiation to report delivery.

## About The Comb Group

The Comb Group is an independent consulting firm. Our organization was formed on one driving notion: there is untapped potential lying within all organizations that when identified, drive significant performance improvement.

The Comb Group services help clients achieve their business goals through planning and execution of projects such as workflow diagnostics, voice over IP migration planning, call center outsourcing strategy, information technology planning, and Balanced Score Card delivery.

*Why The Comb Group? Because you improve your business the same way bees make honey...one comb at a time.*

## Industry Experience

No consultant with The Comb Group has less than 15 years of experience in their specific area of expertise. Our practices traverse a broad array of industries including Health Care, Banking, Insurance, the Public Sector, News and Media, and Small Business.

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*Actionable Information, not just reports*

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