



# Success Story

## A National Radio Network Organization

This client had a problem with sustained service and sales growth in their Dallas location. This location serviced and sold radio advertising and show slots to the nation from this location. At first, ABC felt that the management and supervisory staff may be inadequate. Through a study completed by The Comb Group, results showed that improved performance management and the addition of additional tools would increase sales as much as 25% immediately upon implementation. Management had few reporting tools to drive the business forward and hold sales persons accountable. Management wasn't ineffective, they were doing the best they could with the tools they had. Through a series of workflow studies, we determined that ABC was walking away from expired contracts without even knowing it. The team determined that the client needed to integrate their existing sales management product (Vantive) but that moving to People Soft or Siebel was not necessary. When the team met with the executives of the company, they were considering replacing the system immediately and were ready to start meeting with product vendors. After several discussions with the team, proven by simulation models, they decided to first engage with The Comb Group to conduct a detailed simulation study. From this advanced study, the team validated initial findings for the customer to improve efficiencies and, most importantly, capture millions of dollars in additional business. The Comb Group's Business Case Study is now considered their "bible" in regards to optimizations of that technology effort.

Timeline: 4 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.

## The Comb Group

*Actionable Information, not just reports*

## The Comb Group

4100 W. El Dorado Pkwy, Suite  
100 #365  
McKinney, Texas 75070

Phone: 877-393-4483  
Fax: 972-635-5167  
E-mail:  
pmiller@thecombgroup.com