



# Success Story

## Small Business Contact Center Outsourcer

The Comb Group was selected over a variety of consulting firms to help this small organization reach the next, higher, level of performance. The organization was growing at 200% a year yet they were just 4 years old. Formal business processes had given way to day to day reaction in this fast growing organization. The study included all operational aspects including executive management, customer support, Outbound Verbal and Letter Correspondence (handling over 100,000 contacts per week), Collections, Sales, and Marketing, and Office Management. Optimization recommendations were made and Balanced Scorecards delivered for each department and for each employee. Scorecards were based off of an overall Strategy Map for the organizations next 5 years. Scorecards focused on the critical areas of Financial Management, Customer, Internal Process, Learning and Development, and Sales. By aligning all organizational initiatives to a set of 6 common strategic initiatives, we were able to ensure that each department, and thus each employee was focused on doing the “right things”. With scorecards, the organization achieved focus and thus significant weekly cost savings and decreased customer and employee turnover.

Timeline: 5 weeks from project initiation to report and tool delivery.

## The Comb Group

*Actionable Information, not just reports*

### 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.*

## The Comb Group

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### 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.