

Meeting business critical communication needs.

Strategy FirstSM

A Fortune 100 financial services company, serving the retirement community, engaged The Solutions Group to improve processes and drive end-to-end efficiencies in its plan-transition communications program. The program required an audit of communication materials, the development of templates, stringent quality control, and project management in addition to quick-turn design and production services. Further, the company was looking for a more predictable pricing structure to ensure tighter control over spending and cost variability (e.g., overtime and rush charges)—with the benefit of flexibility in scheduling and turn-around times.

Our Strategy First solution

TSG engineered and implemented a new model for plan-transition communications within 60 days:

- Conducted an audit of customized communication materials
- Standardized materials through the development of templates that had both locked and variable copy
- Assigned dedicated project managers that worked directly with the communication teams in the field for quick response to client needs
- Established performance metrics including dashboards to provide a level of detail to manage both time and cost
- Created and operationalized an end-to-end workflow with quality loops
- Established a dedicated studio team of experts who proactively recognized issues and proposed solutions
- Ownership of copy, production, quality control, print vendor, data, fulfillment, sample reviews and invoicing
- Stringent review process across all program components that:
 - Identified and corrected issues early (language, compliance requirements, presentation of data and design)
 - Reduced rounds of revisions
 - Saved time, resources and costs while increasing speed to market

continued

Results

By working with TSG, the Fortune 100 company:

- Minimized business risk
- Reduced overall cost which exceeded internal objectives for five consecutive years
- Increased confidence in and reliance on TSG's studio team to complete projects correctly, on time, and with high quality to meet institutional clients' objectives
- Expanded project views from TSG ensuring the consistency and accuracy of customized content across all components
- Relies on extended work hours to meet the needs of the client team with no additional rush costs
- Enjoyed a significant reduction of production queues, with 90% of requests completed same day, 10% within 48 hours