



CASE STUDY

OPERATIONS: BENEFITS TRACKING

Client Industry: Consumer Goods

BUSINESS CHALLENGE

The client was seeking a solution that enabled objective, formalised performance tracking of their major strategic initiatives. The outcomes of the tracking solution were intended to inform strategic decision making, close, fact-based project control and efficient and effective project management.

PSP ICON APPROACH

PSP Icon conducted a *status quo* analysis investigating and formalising key success factors of all strategic initiatives and identified available and unavailable data sources. A measurement framework was developed that consolidated available data and a plan to acquire the unavailable data was proposed. PSP Icon also planned, designed and managed the national roll-out of a third party data supplier. Once operational, the results of the formalised project performance and benefits tracking were translated in a bi-weekly executive report.

RESULTS

A project performance and benefits tracking framework has been developed that can serve as a template for future initiatives.

A sustainable stream of third party data was designed and implemented that enabled detailed, national strategic insights into a major market segment.

PSP Icon implemented and managed the designed approach.

A bi-weekly report was presented to the Executive Team that enabled the client to keep accurate, fact-based track of progress against strategic targets/milestones and enable and decrease turnaround time on project management decisions.

The strategic insights were rolled-out into the wider organisation and are building the foundation for most of the client's strategic decisions and project expenditure.

The client renewed PSP Icon's contract to track the next set of strategic initiatives.