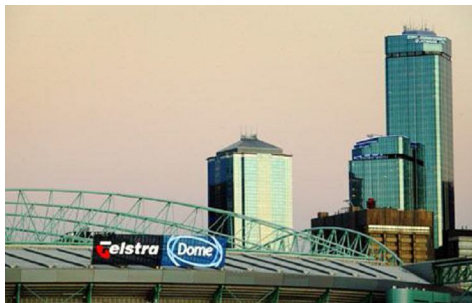


Case Study – PRODUCT/SERVICE DEVELOPMENT

The Company

A Global telecommunications provider which has built a class leading business by serving home markets and delivering International managed services. The business has a customer base of over 7000 customers, who buy data, voice and complex managed network and hosting services.

The Business Challenge



With a large team of product managers responsible for life cycle management and the development of several key new products. The business was faced with the prospect of losing the product team manager for a minimum of six months to ensure the delivery of a “special project” elsewhere. The business needed to get some one in to run the team and “hit the ground running” to ensure that the ongoing product development projects were delivered in a timely and cost effective way. The head of products also highlighted some issues that required investigation and new processes.

The Solution

The Andante consultant introduced the following processes and initiatives to address these challenges:

- A Product Intranet was implemented as central repository for product knowledge and FAQs this reduced significantly the number of support calls from the sales team
- Put in place a stage gate model for new product development, this put the senior management team in the driving seat for introducing new products and ensured sign off at the highest levels from all sections of the business before product team resources were expended. Formed a product council to ensure buy in and sign off from all members of the middle management team
- Introduced a new process for managing new product proposals ensuring that everyone in the organisation had input to and sight of the roadmap for new product development.

The Benefits

- The product teams productivity and efficiency was improved considerably, four new products were launched on time and within budget
- The senior management team were put back in control of the product development process
- The communication with the sales team was improved and the number of sales support requests were reduced

The Andante Mission

Our professional advisors are committed to enhancing your customer's journey through, your people, your processes and your systems. This is achieved by providing you with best practice, managing change and delivering practical and effective assistance. We have reduced costs, motivated teams and assisted many companies like yours to acquire incremental business, retain customers and lock out the competition.
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