

# Consolidation of Siloed Systems Empowers a Global Leader in Marketing to Drive Customer Satisfaction

## About Customer

A strategic marketing performance company empowers brands to reach & influence customers through digital platforms. Some of the world's best brands rely on the UK-based leader to find, train, and engage the best digital talent, along with numerous collaborations. Extensive expertise and a unique structure that harnesses platforms allow teams to drive growth and progress across industries.

## Business Challenges

- **Siloed systems and processes**
- **Disparate tools across departments** such as IT, Operations, HR, and so on
- **Lack of self-service** for employees
- **Non-standardized service delivery**
- **Lack of visibility** due to manual IT asset management
- **Absence of simplified or real-time analytics**

## Our Solutions

- **Consolidated disparate tools, systems, processes**
- **Integrated existing systems and processes** for reusability
- **Implemented a self-service portal** for employees seeking support across departments
- **Enabled standardized customer service across the globe**
- **Collected actionable insights** from usage analytics of SaaS apps
- **Monitored savings and cost avoidance** on enterprise assets
- **Established workflows** for SLA tracking & compliance

## Results

**Established consistency** with globally standardized platform & processes

**Increased visibility** from insights to inform decision-making

**Improved MTTR** due to connected workflows & automation

**Enhanced brand loyalty** by ensuring customer satisfaction

**Optimized costs & IT asset visibility** through improved reusability