

Case Study

Business Process Analysis

Shortening the Sales Cycle



The Situation

The client is a privately-held builder and operator of large, upscale continuing care retirement communities across the United States. With over 15 locations in 8 states, the firm is well-positioned to take advantage of the anticipated growth in the country's retirement-aged population.

The firm finances its aggressive growth objectives via a consortium of investment firms and commercial

lending institutions. Therefore, the speed with which the firm meets its sales projections has a material effect on its overall profitability. Shortening the sales cycle, therefore, is the firm's most important business process improvement priority.

The company turned to Roig Consulting's Business Process Analysis practice to conduct an in-depth analysis of the sales process and to devise a solution that would speed the sales decision process and improve sales results.



The Solution

Roig Consulting worked with the firm's sales team to map the entire sales process, from initial contact to final product delivery. The resulting analysis identified touchpoints across the organization that caused customer confusion, service delivery delays, and other quality shortfalls.

Taken as a whole, these deficiencies produced, on average, to a two-week delay in bringing the potential customer to the point of enjoying the firm's services ... and paying for them!

Together with subject matter experts, Roig Consulting designed a more efficient sales process that eliminated bottlenecks and enabled consistent service quality for the customer. Additionally, the analysis revealed opportunities to share customer data across internal systems, further improving quality, speed, and customer satisfaction.

The Benefits

By effectively implementing the new sales process, the firm enjoyed a quantifiable improvement in business results:

- Sales Revenues increased by 15%
- Cost of Sales reduced by 10%
- Real-time access to customer response data
- More effective utilization of installed technology
- Increased Efficiency of new customer processes
- Improved Customer Satisfaction

The company now has plans to expand to additional regions of the country, anticipating a doubling in size in the next 5 years.

About Roig Consulting

Roig Consulting provides Technology and Management consulting services to firms in the National Capitol Region, including Baltimore, Washington D.C., Suburban Maryland, and Northern Virginia.

*For more information...
Please visit www.RoigConsulting.com
Please call (410) 241-9620*