

Client Case Studies

Relevant Experience of Associates

Crescent Solutions, LLC

Client Case Study 2

Client

IT services provider and training company with multiple locations across the US.

Situation

This company's revenue growth was relatively flat with decreasing profitability, even while it seemed to be well-positioned in terms of service offerings, geographic markets and vendor relationships.

Solution

Conducted an operations review to identify revenue and gross margin growth and cost containment opportunities, as well as internal areas and processes requiring enhancement. Recommendations included enhanced strategic planning with periodic reviews and goal setting and tracking, development of a national industry practice infrastructure in addition to the company's geographic focus, addition of a second national practice, implementation of a company-wide project management office (PMO)/quality assurance (QA) function, and improvements to marketing, sales and human capital processes. Provided ongoing coaching and counsel to the executive team for the implementation of these recommendations and other matters.

Result

The company implemented the recommendations and tightened controls over service delivery. In the first year profitability increased over \$2 million, gross margin improved, consultant utilization grew about 5%, client satisfaction and consultant retention increased, delivery quality improved, and the national practices expanded. The positive trends have continued.
