

Client Case Studies

Relevant Experience of Associates

Crescent Solutions, LLC

Client Case Study 3

Client

Business process consulting and IT services provider in the Midwest US.

Situation

This company was experiencing moderate growth in its metropolitan market. While the company had a good track record of long-term relationships with large clients, it struggled to break into new companies. The company also wanted to expand organically and cost-effectively into a new geographic market leveraging its current support services infrastructure.

Solution

Organized three client teams to address the company's goals – new offerings, market expansion and scalable business execution. The new offerings team focused on entry-level services, which would help the company sell into new clients. The market expansion team analyzed seven cities across the US, evaluating market conditions, target companies, recruiting sources, etc., to select a new location for the company. The business execution team assessed key functional areas and identified enhancements for marketing, channel partnerships, sales, recruiting and resource management, support systems, and management metrics that would enable the company to support a new location from its existing headquarters.

Result

The company opened a second office in a major city in the southwest US, which continues to grow in its third year. It implemented enhancements in its support infrastructure, which allowed this second office to open with no additional overhead for marketing, recruiting and resource management, accounting, and management reporting. The company developed more scalable processes and systems that will support future geographic expansion. In addition, it generated and rolled out three wedge (“door opener”) offerings, which created opportunities with large clients in both geographic locations.
