

Multinational Biopharmaceutical Company Increases Revenue and Generates Savings with the Achieve System™

CLIENT INFORMATION

- Multinational Biopharmaceutical Company
- 68,000+ Employees

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The Challenge: Save the Video Production Group from Revenue Declines and Outdated Staffing Models.

The current staffing model of the company's video production arm was no longer in sync with the needs of the enterprise, resulting in higher costs and declines in revenue.

Applying the Achieve System™, the company identified numerous challenges including:

- An out-of-sync operations group with too many team leads and not enough billable staff
- Revenue loss as the pandemic curtailed in-person video production
- Challenges and circumstances unique to each team being ignored in favor of one-size-fits-all management

The Application: Bringing Video Into Focus.

By implementing the Achieve System *Point B* and *Create, Don't Fix* approaches, the operations team reexamined how they were organized. With the help of Achieve System experts, they were able to realign roles, reduce the number of team leads and increase the number of billable staff. *Create, Don't Fix* was also used to address the filming challenges created by social distancing and the COVID-19 pandemic and to create the role of a hybrid producer/editor position. Meanwhile, the team held *Point B* workshops to address idiosyncratic problems unique to particular working groups across the company, with powerful results.

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The Results: A Reimagined Organization, Boosted Revenue and Significant Savings.

Experts with the Achieve Institute guided members of the operations team to help realign job duties, resulting in savings of \$25,000 per month. By implementing a hybrid role in video production, the company is now saving \$150,000 per year without any change in production pace. Overall, the company attributes the Achieve System to boosting total revenue by \$374,000 while saving nearly \$645,000 in operational expenses.



Using the Achieve System, the company generated nearly **\$900,000 in shared services while upskilling and increasing talent in the studio.**



Implementing estimate templates **reduced the cost to build estimates by 20% resulting in an annual savings of \$73,000 for the company.**



Creating a project-based billing/rate card approach is **saving the company a projected \$70k per year.**



A new, more simplified billing process is **saving roughly \$140,000 and cutting processing time by 50%.**