ZYOS GROUP

Business Transformation Case Study

OBJECTIVES

- Identify Service & Data Gaps
- Assess KPI Trends & Benchmarks
- Evaluate Improvement Opportunities
- Create Roadmap To Capture Improvements
- Set Goals & Measure Performance Improvement
- Ensure Adoption & Process Optimization

WEBSITE

www.zyosgroup.com/transformation

CHALLENGE

Business wants a better system for prioritizing goals based on value, measuring performance against best practices, and driving business transformation through technology, data, process and process changes.

RESULTS

Business Insights & Performance Monitoring

Improved Decision Making

Enhanced Accountability & Communications

Improved Service Delivery

Improvement - Return On Ad Spend

Improvement - Customer Aquisition Costs

Improvement - Customer Retention

PEOPLE   **PROCESS**   **TECHNOLOGY**   **DATA**
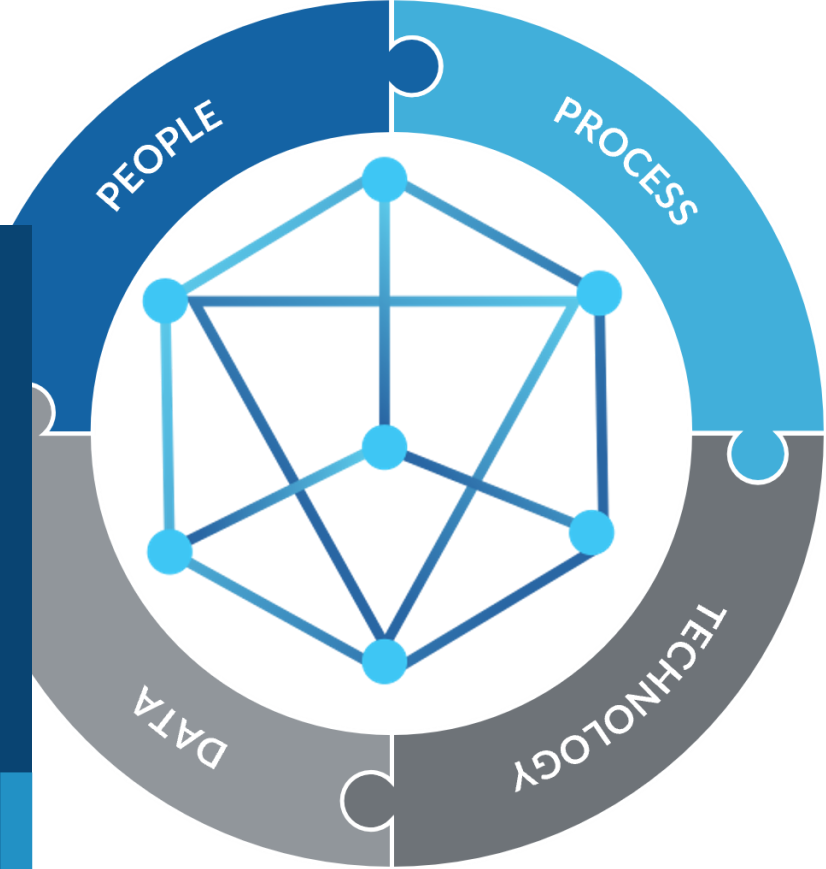
Generated an 3x ROAS From Marketing Service Improvement

AVERAGE ORDER SIZE

+50%

RETURN ON AD SPEND

+300%

SOLUTION

Zyos Group executed its unique delivery framework.

1. **Assessment** of the organization with a survey to see which impact areas had the largest opportunity.

2. **Measure past performance** and trends to evaluate opportunities to improve and align processes to best practices.

3. **Implement** a strategic roadmap to deliver incremental prioritized value via performance scorecards and objectives/key results.

4. **Continually improve** to drive the adoption of business performance systems and accountability by aligning strategic goals to people, process, technology, and data.
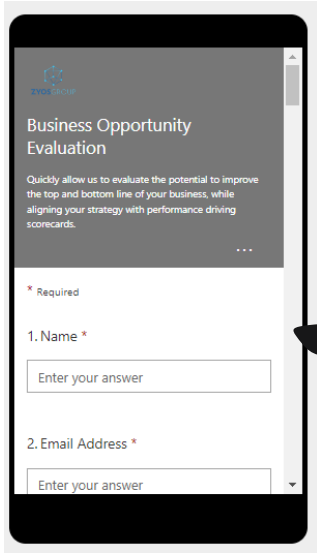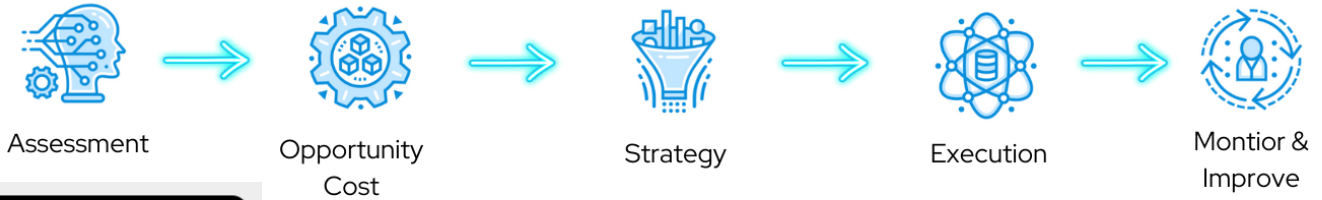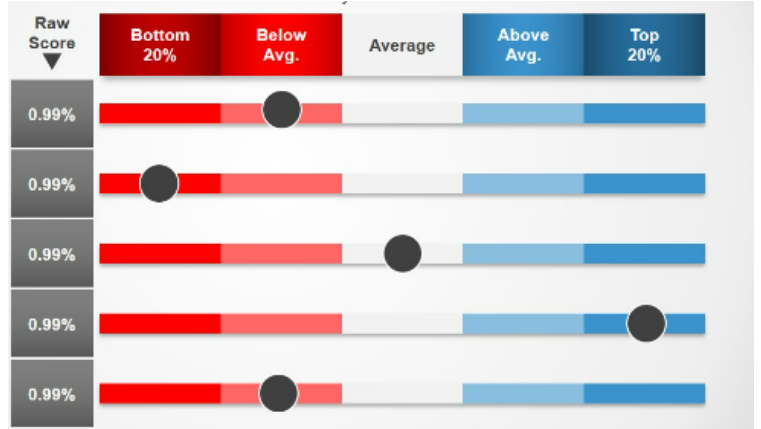
CUSTOMER RETENTION

+84%

CUSTOMER AQUISITION

+56%

5 STEP BUSINESS TRANSFORMATION DELIVERY MODEL

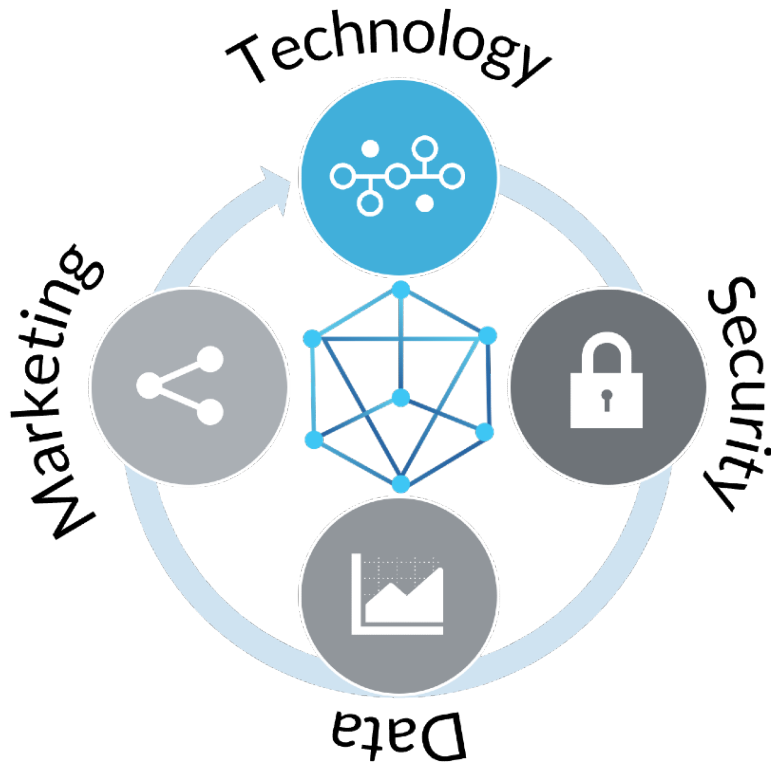Assessment → Opportunity Cost → Strategy → Execution → Montior & Improve

1. ASSESSMENT

Is the organization executing the right activities well?

- **Survey Intake (Qualitative & Quantitative) | Likert**
- Service Footprint & Maturity Benchmark

2. OPPORTUNITY

How are the key performance indicators trending related to key marketing activities?

- Data Intake
- Past Data Trends
- Data Analysis & Gap Analysis
- Best Practice KPI Results Vs. Current Snapshot
- **Business Value Dashboard Sample**

3. STRATEGIC ROADMAP

Agile Implementation Framework Custom To Your Needs

- **Objective & Key Result Workshop**
- Prioritization
- **Delivery Schedule**
- Service Selection (Done With or For You)
- Goal Setting (Committed & Aspirational)

BENEFITS

01	Measured Performance	Settings goals and measuring against performance is the part of a "data first" culture.
02	Aligned Goals	Organizational, departmental, and personal goals aligned.
03	Value Based Change Approach	Deliver what matters first when considering value and disruption.

Return on Ad Spend (ROAS) Formula

$$\frac{revenue}{marketing\ spend} = ROAS$$

Cost Per Acquisition (CPA) Formula

$$\frac{variable\ marketing\ cost\ (over\ a\ time\ period)}{new\ customers\ acquired\ (over\ the\ same\ period)} = CPA$$

4. VALUE DELIVERY

How can we achieve the forecasted benefits when aligned with best practices?

- **Digital Transformation - People, Process, Data, Tech**
- **Performance Dashboards (OKR | Business Scorecard)**
- Project Management & Implementation Services
- Business Process Re-Engineering
- Service Optimization
- Agile Delivery

5. CONTINUOUS IMPROVEMENT

How can we improve?

- **Business Reviews**
- **Performance Monitoring**
- Goal Evaluation
- Agile Change Delivery

What is the cost of delaying change?

Visit us today at www.zyosgroup.com