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Expert report.

Overcomplicated processes.
Under resourced teams:
How to leverage work management for
consistency and growth

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Regardless of industry, headcount reductions and/or budget cuts are rampant. Business executives are constantly pressured to reach stretch growth targets while also reducing spend.

This is not necessarily a new phenomenon, but there is a relatively new tool in the kit bag that we're seeing more and more companies use. That tool is work management software.

In that past it's been perceived as glorified project management software. It's now seen as the closest thing to a silver bullet for leaders who must "do more with less."

When headcount reductions impact entire marketing functions such as copywriting, design, localization, and analytics, work management fills those gaps by creating workflows which link internal and external resources.

In doing so, companies can comfortably outsource more day-to-day activities whilst

also experimenting in parallel with AI services such as ChatGPT.

Agencies have been doing this for years as every touchpoint or hour spent is their entire business model. Now, banks and financial services are creating a flexible agency framework inside their walls which pivots up and down with the market.

The end result? From campaign conception to execution, technology enforces and expedites process.

In this paper, we'll explore how a new way of structuring teams and aligning with technology will allow you to scale — even through volatile labor conditions.

REDUCED RESOURCE AND REGULATORY RISK.

As a headline issue, senior leadership are having to reduce headcount and budgets, but are still expected to achieve annual business growth¹.

Even if headcount and budget remain intact, employee retention is a rampant issue across all industries. Staff churn, especially when experienced and skilled labor leaves the business, puts pressure on those who remain to plug the resource gap and deliver business objectives.

With reduced headcount comes increased pressure. This risks further loss of talent as employees look for less stressful roles and improved work life balance.

Whether you're facing a headcount freeze, headcount cut, or simply fighting to retain the talent that you have, process management is pivotal to business growth. Not least where regulation and compliance are concerned.

Compliant data handling. Industry-specific regulations. Localization of content. These are all still required even when teams are operating at reduced capacity. They are also areas which pose significant financial risk for the business should processes not be followed correctly.

PROCESS THE RISK. COUNT THE COST.

Reducing headcount might improve the bottom line in the short term. However, failure to address how the responsibilities of a role can be managed without dedicated resource risks error in process.

This goes some way to explaining why the operational impact of reduced resource is rarely considered until there's a financial consequence.

That said, smaller companies don't have the budget to hire back-ups for parental or extended sick leave.

Enterprise companies might have large teams with more redundancy, but they still face single points of failure when a key resource is out.

The opportunity cost when you don't have the right staffing can entail uncontacted qualified leads, fewer launched campaigns, unmanaged data flows, or inaccurate reports.

Work management presents a solution which addresses the same root cause regardless of company size or circumstance.

HOW TO LEVERAGE WORK MANAGEMENT.

In the absence of headcount, work management can help bridge the resource gap. It is also an effective tool for driving efficiencies within existing teams and enabling companies to “do more with less”. All of this without causing employee burnout or risking regulatory or process failures.

The shift of roles to automation has been examined by The Office for National Statistics in the UK. They categorized 100+ different occupations and identified marketing, sales, and customer service as the third most likely group of individuals to have their roles automated. It's also possible your competitors are already implementing tools and processes to run more accurate campaigns with fewer FTEs.

We've seen the effectiveness of technology in marketing automation. Bringing work management into the mix presents a solution to the reduced resource challenge. It is also a growth opportunity for businesses who need to improve competitiveness.

So, how does a business shift from manual processes to leverage work management?

REVISITING WAYS OF WORKING.

The move from manual and overcomplicated processes to a world where efficiency and effectiveness rein starts by revisiting ways of working.

Get under the hood of your current situation and determine whether this is geared up to get the business where it needs to be.

Consider the following:

- ➔ *Are you unsure whether to upskill or rehire your team to align with how the market is pressuring your business differently?*
- ➔ *Can you maintain the right level or quantity of talent to achieve your targets?*
- ➔ *Is forecasting highly inaccurate due to constant interruptions in your business-as-usual processes?*

If you answer yes to one or more of these questions, then at a strategic level you really need to review how your business operates.

- ➔ *And what about if we drill down into operations? When it comes to your campaigns:*
- ➔ *From conception to execution, how many touchpoints and different technologies does your campaign process have?*
- ➔ *What is the average time it takes your business to launch a marketing or sales campaign? Are you able to accurately measure that?*
- ➔ *How many internal and external resources does your campaign process involve?*
- ➔ *How do you know what a good vs a bad performing campaign looks like?*

Are you starting to see layers of complexity that you might not have seen before? Simplifying processes and directing resources where they will deliver optimum impact is what will drive growth.

DELIVER GROWTH.

By design.

IS YOUR MARKETING FUNCTION STRUCTURED WELL TO SCALE AND TACKLE NEW INDUSTRY TRENDS?

You can reach out directly to Wyatt Bales, our Chief Customer Officer today and we will tell you how your marketing function compares to similarly budgeted and sized companies in your industry.

Sources

¹ <https://www.reuters.com/business/media-telecom/ericsson-cut-1400-jobs-sweden-sources-say-2023-02-20/>

² <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/whichoccupationsareathighestriskofbeingautomated/2019-03-25>

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