



CASE STUDY

# Less Delay | More Profit

**Business problem experienced: Our processes hamper our efforts to deliver value to our clients. Translation to bottom line = \$1 Million**

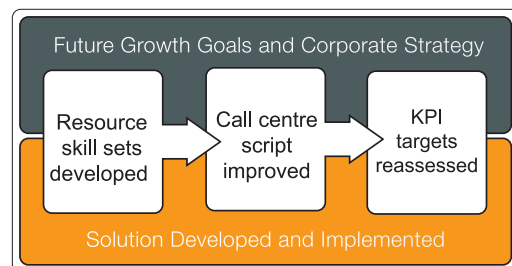
## Client Challenge

The time-to-market for new campaigns was unacceptable and systems were not accommodating the need to produce time-sensitive marketing campaigns.

There was an inability to move creative ideas through the business approval process and competitors were taking advantage of this vulnerability.

## SEMA Consulting Solution

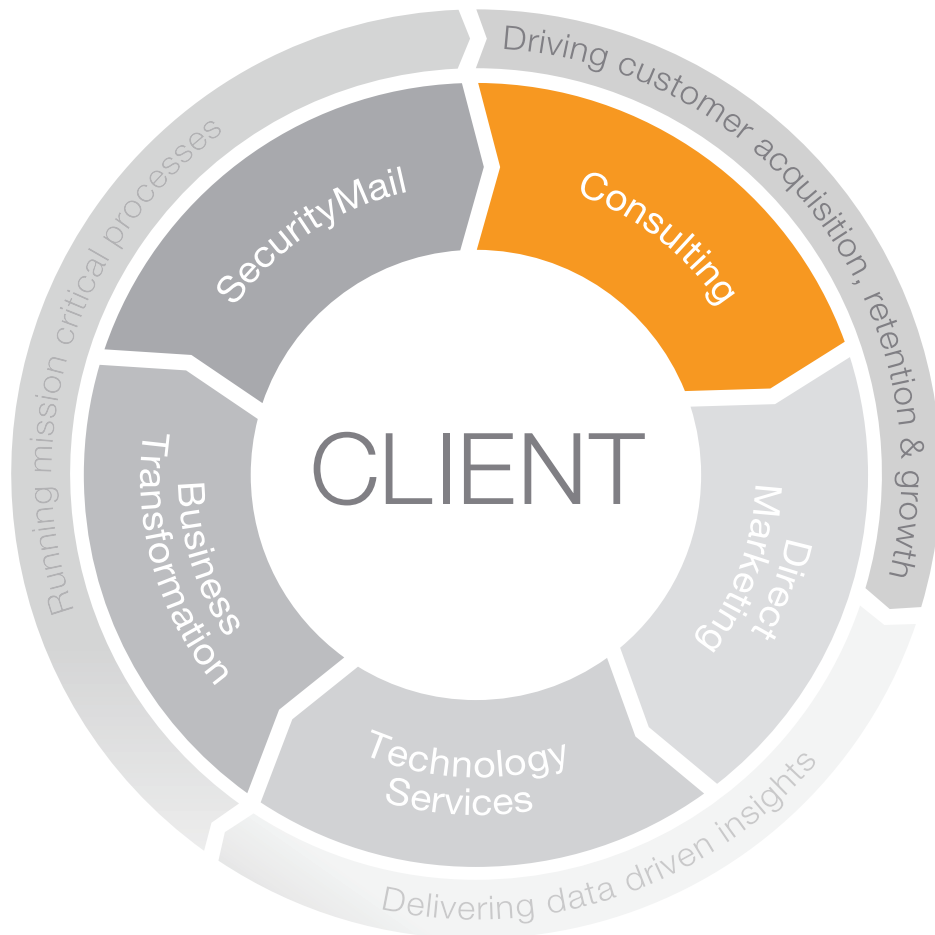
- A strategy was designed and implemented that took into consideration all aspects of the existing processes and future business goals.
- Senior marketing officials and their teams were approached and their knowledge on process restrictions was brought to CEO level vision.
- Process improvements were made and targets were re-evaluated. A new understanding of “acceptable” was defined and agreed to by all parties.



## Results

This solution continues to bring benefits to the Client. Across three primary areas:

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| <ul style="list-style-type: none"> <li>◦ <b>Corporate Financials</b><br/>Campaign cycle time halved from 16 days to 8 days. Allowing for effective marketing; faster.</li> </ul> | <ul style="list-style-type: none"> <li>◦ <b>Customer Satisfaction</b><br/>Relevant offers and products were being communicated at appropriate times.</li> </ul> | <ul style="list-style-type: none"> <li>◦ <b>Employee Morale</b><br/>Marketing staff strengths were unleashed when restrictive processes were made flexible</li> </ul> |
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Helping to turn high level corporate strategy into practical and efficient business reality. With a core focus of driving customer acquisition, retention and growth, our Consulting service is an integral element to our fully integrated direct marketing business.

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SEMA is a leading Direct Marketing, Consulting and IT Business Solutions group with the largest privately owned direct mail operation in Australasia. We lead more successful direct marketing campaigns for leading Australasian companies than anyone else. And we do it everyday, year in and year out

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