Case Study:
Sapphire Strategy BPM Workshop

netlogx

CHALLENGE

Sapphire Strategy is an Indianapolis-based digital marketing agency that helps nonprofits, tech companies, and service-based businesses optimize their marketing efforts. In order to execute on the strategy provided to their clients most efficiently, Sapphire Strategy wanted to understand best practices for process mapping, creation, and management as well as tactics to communicate those processes to their team.

PROBLEM

Sapphire Strategy serves a wide variety of clients with nuanced strategy and deliverables to find their needs. Marketing processes were created on a project-by-project basis with different terms being used. This meant that the work that went into creating the processes couldn't be applied to other projects or client deliverables.

SOLUTION

netlogx led two sessions with members of the Sapphire team to define and map a single marketing process as a teaching tool to create and communicate further processes in-house. Before the initial meeting, Sapphire Strategy provided documentation of a marketing process from beginning to end, noting where they've had issues in the past.

netlogx consultants mapped the process and then discussed in-depth where they saw places for improvement with the Sapphire team. During the recorded sessions, netlogx consultants and members of the Sapphire team worked collaboratively to create the best possible version of the example process.

ADVANTAGES

- Helped to identify areas of improvement and turn them into opportunities
- Clarified which process steps needed to be documented and in what order
- Managed risks to decrease miscommunication
- Provided both visual and written forms of processes to address different approaches to learning

RESULT

As a result of netlogx' process mapping sessions, Sapphire walked away with the tools and best practices they needed to create and map future processes for improved efficiency. Through the process mapping exercise, Sapphire gained a greater understanding of the level of detail required to accurately create efficient processes that can be replicated to not only save time but also allow team members to produce elevated work.

Highlights:

- Cut down on missed deadlines
- Gained the vocabulary to communicate processes with fewer misunderstandings
- Increased internal and external communication
- Clearer expectations for recurring outcomes and individual contribution for all involved in the process
- Increased overall efficiency and consistency
- Greater insight into capacity due to accurate estimated efforts
- Defined what success looks like through KPIs and the milestones needed to achieve it

"netlogx' attention to detail and keen understanding of our needs helped Sapphire Strategy create and refine a process that acted as a microcosm and template for future processes. Their consultation has proved invaluable, providing our team with the foundational elements of process creation and mapping that will elevate our work and ultimately benefit our clients."

Jenn Lisak Golding, Sapphire Strategy Founder and CEO