



➔ Reformulating the operating processes of the largest Argentine cable TV producer

Context

As a part of its strategy of acquiring other companies, a growing cable TV operator found itself in take-over processes continuously. The diversity of technical and cultural standards, as well as certain problematic concerning client retention, were causes that brought the company to STRAT Consulting searching for precise action programs with the intention of improving the sales processes and client service.

STRAT Consulting's contribution

The Project developed by STRAT Consulting required that the aspects related to client redemption and general reorganization should be prioritized, focusing the work on certain test areas, migrating later the implementation of the developed solutions to the rest of the organization.

In this way, objectives, responsibilities, deadlines and management indicators had to be defined for each specific project, quantifying the benefits.

STRAT Consulting developed programs for the improvement and structural reformulation of processes of areas such as sales, commercial stores, programming, invoices, purchases, logistics, laboratory and contractors. Specific projects were also developed for functional areas.

Results of the project

The programs for the improvement and reformulation of processes developed by STRAT Consulting were implemented successfully leading to U\$S 14.4 MM savings per year.

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