

# Shore Group Associates Case Study: Custom Research and Data Management



## Solutions Used

- Assigned dedicated management and research team
- Developed clear projects and timelines
- Designed efficient and dynamic processes
- Implemented detailed reporting and project tracking
- Freed resources for consistent long-term planning and continuous improvement

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## SUMMARY

A provider of high-quality custom business intelligence data faced increasing demand and needed to clean its data warehouse, meet time-sensitive client deliverables and move forward with long-term planning and product improvements. Drawing upon past experience, Shore was able to understand the existing challenges quickly and able to develop an ecosystem of transferable resources and initiated multiple process and product improvements. The end result included clearly defined projects, improved research methods, increased productivity and data quality, dedicated project management, detailed reporting and the ability of the client to meet time-sensitive deliverables while maintaining a high-quality database, continuous improvement and forward momentum.

## PROBLEM

The data provider was falling behind with client deliverables due to a constant need to re-assign available resources to new projects and was often forced to react rather than engage in proactive long-term planning and continuous improvement.

- Time-sensitive data requiring consistent upkeep
- Complex research process with multiple diverse resources
- Limited resources and experience with off-shore operations
- Fixed capacity for management, reporting and long-term planning

## IMPLEMENTATION

- Dedicated management assigned and clear projects defined
- 50-person resource team developed and process defined/improved
- Consistent reporting implemented and productivity/quality improved
- Current challenges addressed freeing resources for long-term planning

## RESULTS

Shore partnered with the data provider and created a team of managers and researchers who cleaned the data warehouse, met short-term time-sensitive client deliverables and continued with long-term planning and product improvements. Through targeted training and process improvements over the course of Phase 1, weekly productivity increased by 186% and management shifted to long-term planning and continuous improvement to maintain forward momentum.

