

CASE STUDY: Worldwide Tele Program

Solution: Communication Framework

Services Provided: Consulting & Program Development

Bloom Consulting Group is a fast-growing business management consulting firm that delivers strategic services to security, marketing, and sales executives.

Engagement Overview

The client wanted to land and scale a piloted Tele role worldwide to identify and qualify opportunities across key workloads. The program started with more than 150 headcount worldwide at the beginning of the fiscal year and increased to more than 250 heads across workloads.

Challenges

No framework in place to communicate across the tele head sub-communities.

The role lacked clarity for landing worldwide.

Limited analytics to assess the role return on investment (ROI).

Readiness content was fragmented or missing.

Bloom Solution

The Bloom team worked to onboard new Tele resources and create a specialized sales force by creating and executing communications and collaboration framework to engage the Tele sub-communities, landing the role definition and readiness content across countries, and maintaining accurate headcount information which provided the basis for all reporting and related communications.

Services

Consulting Support

- Developed a global communications framework for a community of more than 250 tele heads.
- Created and maintained the global headcount management system and executive business reports.
- Defined analytic models and reports to drive tele operations and communications.

Program Development Support

- Executed global communications: community calls, newsletters, and SharePoint.
- Produced and landed readiness and training content for each of the Tele heads workload roles: getting started guides and online training.
- Tracked and managed headcounts against investments.
- Created and executed the communications across workloads.
- Developed content.



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