



COMMERCIAL OUTCOMES

ACCA Case Study: Building Satisfaction, Growth & Efficiency.



The Client

Think Ahead



ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. They offer qualifications to a global audience for relevant career development in accountancy, finance and management.



188,000 Members



480,000 Students in **181** Countries



95 Offices and Centres



7,110 Approved Employers Worldwide

Aims

Accountancy and other financial services sectors are growing in developing markets. The need for high professional standards, globally consistent qualifications and a standardised approach offer ACCA an opportunity to increase its relevance and revenues.



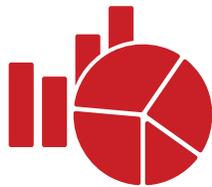
ACCA WANTED TO:

1. Improve member satisfaction
2. Lay the foundations for aggressive membership growth
3. Improve B2B acquisition

Approach

Rather than offering a 'quick fix', COL helped the teams to consider the root causes of problems. This meant we addressed tactical issues, whilst also examining them as a symptom - investigating their root causes.

By tackling the building blocks, that were often process, people, or technology based - rather than skill or resource issues - we were able to put in place solutions which would deliver long-term, ongoing benefit; leveraging the current issues as a catalyst for more fundamental changes.



De-risking by
incrementally
improving, based on
data and feedback



Embracing
processes which
balance control
and flexibility



Tying actions to
targets, measurement
and actionable
reporting, so as to
complete the virtuous
cycle of improvement

Solutions

Our work with ACCA involved several overlapping phases. As COL showcased successful results, we were invited to engage more deeply to address root causes and support the organisation leverage further opportunities.

1

New Member Website:

Correct slipping deadlines, ensure quality and provide the basis for a successful phased launch, by supporting improved in-house delivery.

2

Marketing Enablement:

Audit, map and improve global marketing processes, policies and governance to help increase the efficiency of marketing strategy execution.

3

B2B Sales:

Develop an improved sales process, centred on the buyer, for a global sales force. Balance flexibility with standardisation for management of a diverse set of markets.

4

Content:

Develop the content offering, linking content to audience and business objectives, and enabling measurement of content's commercial value.

Output



✓ Website launched approx. 37% faster than anticipated; 83% users would recommend

✓ Users reported improved perception of feeling 'listened to', 'connected' and 'valued'



✓ Clearly defined marketing processes, with clarity of expectations and the tasks required to execute strategy

✓ A Blueprint for global B2B sales; simplifying management and providing an objective basis for forecasting



✓ A methodology for effective allocation of resources to content activity, tied to objective targets against key performance indicators



COMMERCIAL OUTCOMES
L I M I T E D

Please get in touch to receive the full version of this case study, or to learn more about how COL can support your organisation:

26 Finsbury Square
London, EC2A 1DS

commercialoutcomes.com

contact@commercialoutcomes.com

+44 (0)208 1338 900