

KANTAR

PRECURSIVE CASE STUDY.

CUSTOMER - KANTAR
GLOBAL CONSULTANCY

PRECURSIVE

PLAN. TRACK. FORECAST.



CUSTOMER: **KANTAR.**

IMPROVING RESOURCE AND PROJECT PLANNING FOR A GLOBAL CONSULTANCY

Kantar Consulting is a specialist growth consultancy. With over 1,000 analysts, thought leaders, software developers and expert consultants we help clients develop and execute brand, marketing, retail, sales and shopper strategies to deliver growth.

www.consulting.kantar.com

PRECURSIVE

“Precursive lets us know exactly who’s doing what and when. Our team finds it easy to use which is really important given how busy we are. As a tool within Salesforce and linked to our Opportunity pipeline, Precursive provides us a dashboard view of past, current, and future resourcing across people, projects, and accounts”

LISA MOES.

Director of Resourcing
KANTAR

HOW KANTAR USES PRECURSIVE.



1.

Opportunities in Salesforce

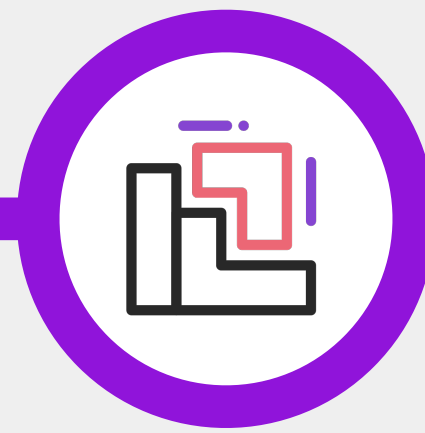
Better capture and visibility of leads with quoting managed in Salesforce CRM



2.

Capacity Management

More balanced workload across people, level and accounts



3.

Reporting

Advanced real time reporting and dashboards for past, current and future resourcing



4.

Mobile App

Staff know their schedule and book time on any device, from anywhere

5.

Alignment

Productivity increased by aligning sales & delivery teams



Key point: “Precursive provides us a dashboard view of past, current, and future resourcing across people, projects, and accounts.”

CUSTOMER **CHALLENGE.**

Working with a range of global organisations where client demands are changing led to challenges with forecasting capacity and availability of teams.

Effective resource allocation was central to ensuring that projects were delivered to a high standard but retained profitability.

Poor alignment between sales pipeline, which was managed in Salesforce and the consultancy team led to project delays, old process would have become too complex.



THE SOLUTION.



The World's
#1 CRM

PRECURSIVE

The Services Delivery
Cloud for Salesforce



Opportunity
Management



Lead
Monitoring

- Track & monitor leads
- Manage and forecast opportunities
- Create accurate quotes



Resource
Allocation

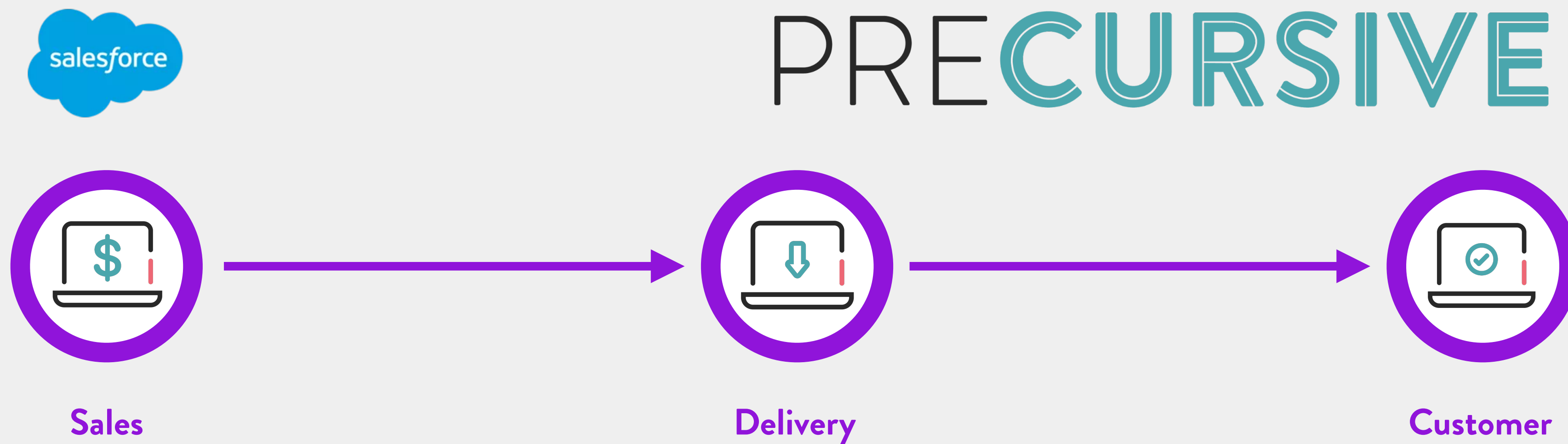


Project
Accounting

- Automated project creation from Salesforce
- Plan and allocate teams with the right skill sets
- Track utilisation and forecast capacity

THE SOLUTION.

Kantar (WPP) increased productivity by better aligning their sales and delivery teams. They are able to mobilise the right skills and knowledge quickly for clients. Improved workflows as they execute projects helps increase financial performance.



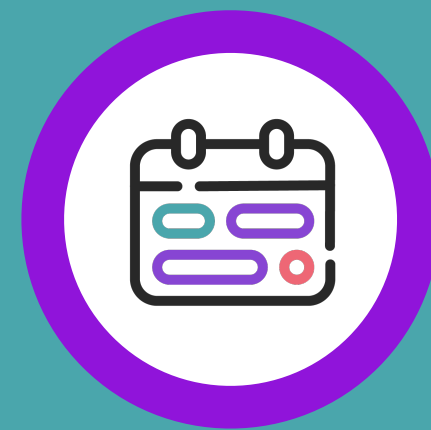
PRECURSIVE **SOLUTION.**



FORECAST.

Predictive Workload

Better forecasting of chargeable time and more balanced workloads across people, level and accounts



INCREASED.

And balanced Utilisation

Improved utilization and capacity planning across consultancy teams.



ADVANCED.

Reports and MI

Real-time reporting and dashboards covering past, current & future resourcing across people, projects and accounts.

EMPOWERING SERVICES **TEAMS.**



Precursive team with enterprise experience at ABB, Fujitsu, Roche

> \$1 Billion in project value managed in Precursive

GDPR compliant
ISO 27001: 2013 certified



PRECURSIVE **CUSTOMERS.**

High Tech.



Profesional Services.



PRECURSIVE

PRECURSIVE

THE SERVICES DELIVERY CLOUD FOR SALESFORCE

PLAN. TRACK. FORECAST.

www.precursive.com