



Efficiency begins

with centralization

KellyOCG® launches first-ever centralized managed solution to drive significant cost savings for a leading pharmaceutical company.

#### THE COMPANY

A global pharmaceutical company had a disparate workforce of sales administrators located across the U.S.

#### THE CHALLENGE

The company's decentralized model was causing a slew of issues, including cost and resource inefficiencies, process misalignment, and more.

#### THE SOLUTION

KellyOCG pioneered a global managed solution that would centralize the administrative function and streamline resources in a low-cost market.

#### THE RESULT

This centralization drove significant cost savings, as well as process standardization, and an ability to measure success, among other value-based outcomes.

Faced with a decentralized sales administration function, a leading pharmaceutical company was struggling to efficiently manage its workforce of 40-50 full-time administrative assistants—all of whom were following disparate processes and were located across multiple geographies.

Having **partnered with KellyOCG for more than 20 years**, the company was familiar with our deep expertise in outsourced business and professional services and our proven track record of successful implementations. Because of this strong relationship, the organization trusted us to develop and implement a **centralized solution** that was truly the first of its kind. Not only would our proposed global managed solution deliver significantly greater efficiencies and cost savings, it would have the potential to **shift the way work is done globally**.

To start, KellyOCG took the company's distributed workforce, and centralized it in a low-cost, onshore market. We streamlined resources—condensing the work that was once done by 40-50 employees down to just **15 regional business coordinators** (RBCs), three leads, and a manager. By bringing all administrators under a single roof and point of management, we were able to identify and remedy knowledge gaps, standardize processes, and establish a baseline for measuring success.

Because the implementation of this global managed solution was a highly confidential process, we had limited ability to conduct change management, and initially, we experienced resistance and confusion from hiring managers and regional directors. Since adoption would be key to the success of this initiative, we created and distributed a detailed workbook to educate end users about the specific services that our RBCs could provide.

Another challenge: due to security reasons, KellyOCG employees were unable to access certain company-owned technologies. To combat this issue, we provided our RBCs with Kelly-owned devices and **enabled network access** through Amazon Workspaces.

As KellyOCG continues to build out KPIs and gather key insights across the business, we're always working to **evolve and optimize our processes** to deliver the greatest value to the company. In the meantime, we're already experiencing significant returns. This centralized solution allows us to bring efficiency to previously unmeasured transactions. It gives us visibility into work that had previously been performed in a non-standardized fashion, and since overcoming initial resistance, we've been able to **improve the end-user experience.**

Examples of specific process improvements include:

- Documentation and maintenance of Operations Fieldguide that outlines roles and responsibilities as they relate to key processes and work streams
- Restructuring of support teams to better account for regional variations and time zone challenges
- Development of common SharePoint site that contains all documented processes and work instructions, and is accessible by all team members and stakeholders

Above all, however, this solution has provided bottom-line value, driving approximately **\$2M in yearly cost savings.**

## OUR VALUE

**COST SAVINGS  
THROUGH  
CENTRALIZATION**

**PROCESS  
STANDARDIZATION**

**VISIBILITY  
& SUCCESS  
MEASUREMENT**

### About KellyOCG

KellyOCG® is the Outsourcing and Consulting Group of workforce solutions provider Kelly Services, Inc. KellyOCG is a global leader in innovative talent management solutions.