Columbus

Achieving business agility in the professional services industry

A checklist

The business landscape can change drastically and unexpectedly. If your business isn't prepared to pivot on demand (sometimes, these changes can even be dramatic), your competitors will overtake you. This is why achieving business agility is so important. For professional services firms, business agility can help you scale resources and expertise to match the new landscape - and avoid under-delivering to customers.

Columbus®

Contents

Columbus

Improving operational efficiency

Workforce expectations are changing - for example, there's an increasing shift to remote working. How can your business support this expectation while simultaneously improving operational efficiency and reducing the impact of administrative burdens?

☐ Understand which resources and skills are **available** at any one time

☐ Understand which resources and skills are **needed** at any one time

☐ Gain a complete overview of project activity

☐ Remove siloes and ensure disparate teams are connected to each other, despite their location

What you need:

A system that can combine all aspects of your project-centric business into a single location. You must be able to gain a snapshot view of project assignments (current and upcoming), track project progress, maximise resource usage, track planned-to-actual consumption and more. As the data is centralised, it's easier for cross-departmental collaboration.

Columbus®

Maximising data quality

The data you collect can give you a strategic and competitive advantage. It's not a case of collecting more data; instead, it's about collecting better quality data so you can make more informed business decisions on the spot.

- ☐ Consolidate data sources so they can feed through to a single location

- ☐ Gain key insights and quickly understand how projects are progressing

- ☐ Easily identify problem areas within the business

- ☐ Anticipate resourcing needs and prepare in advance

What you need:

A data platform that centralises data from multiple sources and presents it in an easy-to-digest format, ready for you to analyse and share with your team.

Columbus

Boosting customer engagement and experience

Maximising customer engagement and providing a consistently excellent experience is a goal for most, if not all industries.
For professional services firms, it's about keeping up with the changing expectations of customers.

☐ Allow customers to gain more autonomy e.g. giving them the ability to check up on project progress via a user-friendly dashboard

☐ Automate certain manual activities to simplify and accelerate the overall process e.g. audit activities

☐ Personalise customer engagements so every customer is made to feel special

☐ Make it easy for customers to fill out feedback forms/surveys

What you need:

A tool capable of helping you offer a consistently exceptional customer experience and win more deals. E.g. standardised templates so you can quickly generate quote estimates, ability to customise pricing based on geography and AI-driven suggestions so you can personalise customer communications.

Enabling employees

Recruitment can be both time-consuming and costly. Every employee, regardless of age, wants to work for a company that can make their lives easier. In other words, is your professional services firm using technology to enhance how business is conducted at every level? Are you using technology to boost process efficiency and team productivity?

☐ Consolidate data from multiple sources to make it easier for employees to find what they need

☐ Offer the ability for employees to share and collaborate on the same version of documents

☐ Assign the right people to the right tasks

☐ Ensure workload is distributed evenly

☐ Make it easy to perform admin tasks e.g. submit time and expenses even when on-the-go

What you need:

A system that can consolidate data from multiple sources and present you with a digestible overview of your projects (current and upcoming) and resources. This can help you ensure the right people are assigned to the right tasks (to boost the chances of project success) and workloads are evenly distributed. The system's interface should also be user-friendly so it's easy to submit time and expenses.

Investing in the right technology

A theme that you may have noticed throughout this resource is the role of technology. It should come as no surprise - technology can smooth out a lot of the inefficiencies caused by manual-heavy activities, disparate data and siloed teams. But you must choose the right technology. As part of your software vetting process, look for a solution that:

☐ Aligns with your business strategy

☐ Complements your existing systems and processes

☐ Engages your workforce - they must onboard with the changes/transformation

☐ Provides value to your customers and business (whether it's new, improved or more value)

What you need:

When searching for your ideal solution, don't assume that technology will fix every business challenge. It won't. What will is your business's digital transformation strategy and change management plan.

Set your business on the right path

To achieve business agility, you must think innovatively. And with innovation comes business agility. It's a never-ending cycle. Work with a digital transformation partner and you can take digital innovation by the horns. At Columbus, we've been helping businesses overcome the challenges caused by siloed data and teams for over 30 years. Want to learn more?

How we can help services organisations

Columbus®

Contact:
Do you want to know more about how we can help you?

📞 +44(0)115 990 2200   ✉ MarketingUK@columbusglobal.com

Tim Pike
Business Development Manager

📞 + 44 (0)7584 503894   ✉ tim.pike@columbusglobal.com

About Columbus

Columbus is a global IT services and consulting corporation with more than 2,000 employees serving our customers worldwide. We bring digital transformation into your business and position you to thrive far into the future.We are experts in designing, developing, implementing, upgrading and maintaining digital business applications that help your business succeed in the digital transformation. Our consultants have experience in developing businesses in many different industries all over the world.

We offer a comprehensive solution portfolio with deep industry knowledge, extensive technology expertise and profound customer insight. We have proven this through 30 years of experience serving more than 5,000 customers worldwide. Let us help you realise the full potential of your business.

Columbus®