Standardizing IT to Address Quality Issues

Marketing Agency
Scale: $175M Annual Revenue

Adonis Partners helped a rapidly growing marketing agency address quality issues and improve delivery consistency through IT standardization and process optimization.

✓ Established rigorous, standardized code review

✓ Implemented advanced automation for QA coverage

✓ Enhanced visibility through KPIs and process mapping

<8	**20+**	**28+**
Week Engagement	SME Interviews Conducted	Improvement Opportunities Identified

A loyalty marketing company specializing in end-to-end strategy and technology solutions that cater to retail, financial services, travel and hospitality, entertainment, and telecom. Rapid growth brought significant challenges, including inconsistent processes and inadequate planning. They quickly discovered a high rate of severity incidents, some of which impacted clients. In today's market, this is further exacerbated by employee attrition and demanding clients. Adonis was brought in to address these concerns and ultimately stop missed service level agreements (SLAs).

The research process began with analyzing the current practices through interviews and focus groups. Using this data, Adonis' expert consultants developed current state process maps and clearly identified the business' pain points. The underlying causes that led to quality and delivery issues were customizations, data practices, development practices, and QA practices.

An action list of opportunities for improvement and estimated benefits along with any quick wins was presented to the client. Adonis then went a step further by leveraging the talent pool by evaluating the work being done versus the talent mix.

Final recommendations were centered around three key areas:

- **Code Review:** Standardize, establish KPIs, and analyze skills.
- **QA Coverage:** Standardize tools, measure adoption, automate processes, establish KPIs, and perform FMEA (Failure Modes & Effects Analysis) on the legacy platform.
- **Process Mapping Exercise for Campaigns:** Identify pain points and gaps that allow quality issues to enter followed by establishing KPIs.

Through these efforts, the company has improved operational quality, reduced delivery disruptions, and established a solid foundation for scaling its capabilities.