Solution: Assessment and Reporting Platform
Services Provided: Business Intelligence (BI) & Analytics

Engagement Overview

The client was looking to build a centralized platform to capture Account Manager (AM) performance across all countries. The objective was to enable the managers to evaluate their individual AMs based on role and duration of their role to identify areas that needed focus.

Challenges

No centralized format to capture AM performance data in a consistent manner.

Lack of reporting and evaluation of performance.

Bloom Solution

The Bloom team designed a web-based platform for data entry, and PowerBI for reporting. AM managers could use the tool to enter their AM assessments, and look at integrated reporting to analyze their AM portfolio performance using peer comparison by geo or role using the PowerBI solution.

Services

BI Services Support

- Captured data in structured format for YoY comparison and reporting. Managers could compare FY12 and FY13 data and track trends to see if performance had improved or declined.
- Enabled AM managers to access the tool for the AMs they managed, answer questions, and rate them on a scale. The tool was used across countries and comparisons could be done with average scores.
- Built out a web form-based user interface and Reporting Services-based integrated reporting to support the project requirements.

Analytics Support

- Consistent reporting using Reporting Services - a centralized reporting format.
- Information on the AMs, standard titles, and geos were pulled to centralized client tracking report.

from little ideas
big things grow

BLOOM