

## CASE STUDY

We designed a global launch model that enabled a small team to manage ~50 product updates and new product launches a quarter.

*Architecting your future.*

*Our Launch Model allows a single manager to do the work of 10-12 of his peers, with higher quality and less disruption for customers.*

*Michael Callahan  
Director, Blueprint  
Consulting Services and  
founder of CX360*

*Blueprint's Launch Model is fantastic. We're moving at a pace we only dreamed of before, and our customers are happier than ever.*

*Ehren Schlue  
Director, Customer  
Support*

## The Summary

A digital entertainment giant needed to scale its customer service launch capabilities to allow up to 50 product launches and updates every quarter. Our global launch model enabled that scalability while keeping the team size to under three people.

## The Problem

The company's customer service teams were hampered by lack of a standardized model for launching new products and product updates. As a result, they could not expand onto new platforms as aggressively as it wanted to, and launches caused significant customer frustration.

### **Lack of a standardized, highly repeatable, globally scalable launch model**

The company's digital engineering teams had a launch cadence, but its marketing and customer service teams were often surprised by launches. There was no established workflow, no standard communications policies, no success metrics and no exception management.

### **Rapid growth made it difficult to establish consistency.**

Early attempts to build some consistency around launches were hampered by the speed at which the company's customer service was growing.

### **No predictive analytics.**

Because there were no strong analytics in place, the customer service organization had a difficult time comparing launches, predicting the impact of a good or bad launch, and staffing effectively.

## The Blueprint Solution

We worked with the team to design, define and deploy a highly scalable global launch model which would be highly repeatable, eliminate customer frustration with new launches and updates, and require minimal effort to manage. The model is a standard workflow that facilitates collaboration across numerous functions, and predicts individual effort within certain timeframes, allowing teams to thoughtfully manage resources across a launch. The model assesses each launch (delays, "red" states, customer contact volume, etc) and proposes improvements to the model or the participants.

## Results

Within three months of implementing the launch model, the company's sole digital customer service launch manager was managing 50 global product launches in a single month – a volume of launches that are managed by teams of 8 – 10 launch managers in other teams at the company.

The launch model enabled the company's digital engineering teams to speed up their launch plans and achieve device parity with their competition during 2012.

*To find a solution that's right for your organization, and review other success stories, please see the Blueprint Consulting Services website ([www.bpcs.com](http://www.bpcs.com)).*