

# The Digital War Room approach unlocked a 20% increase in operating income

## Client context

- **Rapid ramp-up and rollout of both pricing and sales growth implementations**, with new tools in the field in as little as 3 weeks
- Leveraged agile organization principles to **source and scale ideas from the field**
- Tools **fully integrated into client data systems** with custom MDL functionality
- **“War room” execution cadence** held at all levels of sales org each week
- Extensive **gamification and visual performance management**- including an **interactive 3D physical war room**

Client name: X  
Team set-up: X  
Fees Structure: X

## Approach

- Analyzed **10m+ invoice lines** and 300k+ product/customer combinations
- Changed prices on **>100k product/customer combinations**
- Trained **>400 reps and managers**
- Launched field workshops in three weeks, where field committed to price changes worth **25-40% of target in 2 hours**
- **Custom coding** created to integrate Tableau and SFDC
- Full pricing analytics refreshed weekly; churn & growth analytics **refreshed daily**
- Incorporated tools into **interactive 3D war room**, used for all senior management meetings

What was unique: X

## Impact

- On track to deliver **>300bps improvement in margins – with \$1-2M annual run-rate improvements still seen weekly**
- **20% increase** in operating income
- **No elasticity impact** observed in customers impacted by price changes
- **500 bps churn improvement** in first month after churn reduction tool roll-out

### Where is the impact opportunity ...

**Decentralized** field sales forces, with **large number of products** and/or customers. E.g.:

Distribution companies (tech, pharma, GEM, etc.)

Aftermarket companies

SMB-focused companies

RTS or other **at-risk** programs


# Soup up your Performance Engine with the Digital War Room

**Digitally automate and integrate advanced analytics and visualization tools to ID opportunity and track progress**

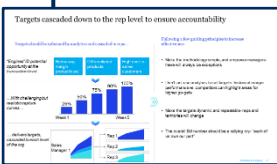
**Combine a relentless execution mindset with capability building and focus on soft factors to make it stick**

- 1


Advanced analytics to identify and prioritize granular opportunities


- 2

Create accountability by setting targets at the rep level

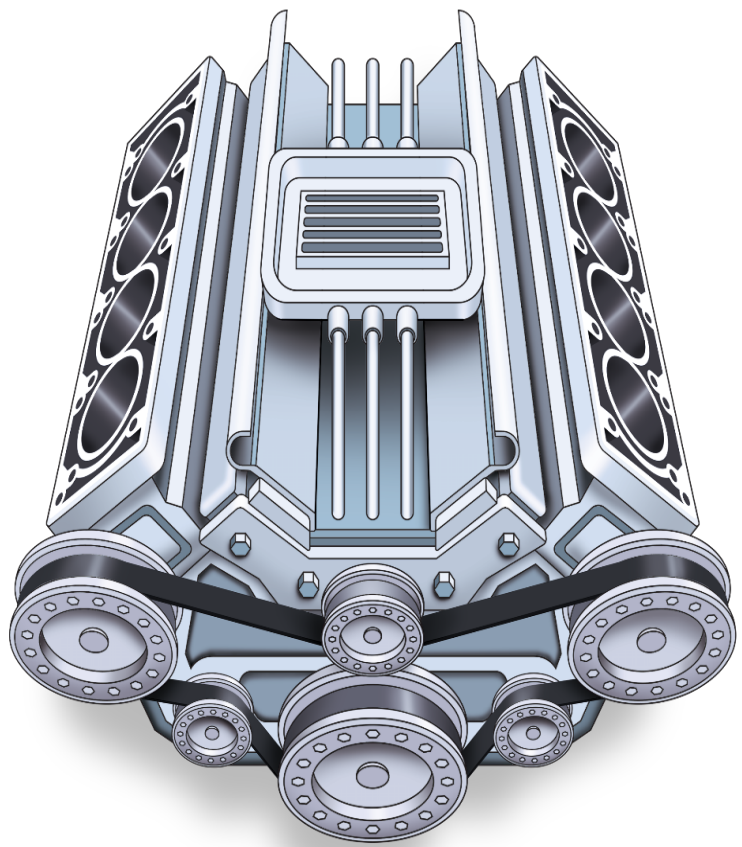

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Interactive visualizations to create buy-in, and track progress


- 4


Full integration into client data systems to create real-time data and sustain the change






- 5


Front-line training to build conviction and confidence


- 6

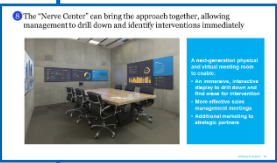
An RTS-like execution cadence to drive accountability and results


- 7

Creative rewards and recognition


- 8

Surrounded by a next-gen digital "nerve center"



## Where is this applicable?

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## Who should I talk to?



**Roland John,**  
*Senior Partner*



**Georg Winkler,** *Partner*



**Wilson McCrory,** *Partner*



**Prasoon Sharma,**  
*Digital Partner*



**Malcolm Smith,**  
*Digital Expert*



**Warren Davis,**  
*Engagement Manager*



**Shivani Kumar,** *Engagement Manager*



**Julie Duregger,**  
*Engagement Manager*

## What resources are available?

Full **CXO document** with deep dives for each “cylinder”

**Go-and-see** availability at a client who has been through the transformation

Under development: full interactive **mock-up war room** using **Oblong** hardware in McKinsey offices (e.g., Chicago)