

# GROUNDING WITH DATA

## CASE STUDY: REACH

### REACH, AND THE GETTING GROUNDED WITH DATA METHOD

#### Step 1: Preparation

The data team at REACH was looking for consulting assistance to help them provide insights to the content team. This extra help would also alleviate the pressure of the content team having to do the reports to find their own insights, which isn't as productive as them producing content!

#### Step 2: Discover & Align

GWD met with REACH leadership for a session to identify where GWD could help REACH be the most successful at getting them to their desired future state. This session led the leadership team to the following conclusions:

- Content Managers were reaching context switching overload when asked to write content, input data into reports, analyze the results, and determine insights to help improve campaign performance.
- The data team had reached over-capacity due to the heavy-lift needed for regular performance reporting and finding insights to help improve campaign performance.
- REACH is now at the size of clients and teams where growth will create more bottlenecks and decrease employee satisfaction (and potentially tarnish the customer experience) enough that it warranted having us come in and assess the processes and offer recommendations for improvement.

#### Step 3: Collaborative Process Mapping

We interviewed the Content Managers and Data Team to create Step 4.

#### Step 4: Solutions & Systems Roadmap

We identified the current workflow and data processes, determined the optimized future state, and recommended process evolutions and software upgrades to facilitate their needs for the foreseeable future. We also identified the data points needed to measure the success of the team's alignment with their mission objective to ensure that in the future state, potential automation would stage the data correctly to be able to report.



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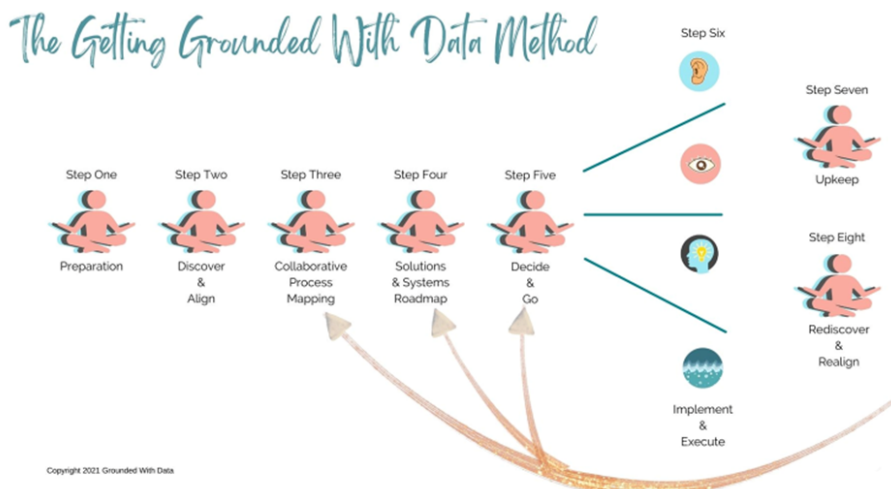
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#### CUSTOMER FEEDBACK

"We certainly benefited from all our meetings, the comb-through, the deep scrubbing on our process, and fully made us aware of the steps we'd need to take to ease the burden of report building on the Content Managers.

Reporting to clients is a significant deliverable that shows clients the hard work we're doing for them and how we are meeting their goals, so this will continue to be an ongoing evolution in how we operate. Thank you, Grounded With Data, for your help thus far!"

**Kelly Trace**  
Owner  
REACH



Interested in how Getting Grounded With Data Method could work for you? Please email [patti@groundedwithdata.com](mailto:patti@groundedwithdata.com) to learn more!



## Step 5: Decide & Go

We created a document that walked REACH through our recommendations for quality improvement, throughput optimization, culture shifts, and content manager performance management.

Most of these recommendations were low and no-cost solutions that REACH could implement in baby steps to create a better system and culture. We also recommended software and automation adjustments to help streamline the data entry and reporting processes.

## ABOUT GWD

Grounded With Data started in 2017. We help clients solve business problems by gaining clarity, achieving alignment, and making more strategically informed decisions from their data using Market Research, Media Strategy, Business Intelligence, and Data Integration.



### **Patti Combs Brownsord, MBA** **Loyal, Passionate, Smart, Authentic**

Patti is fantastic at presenting insights to clients in easy-to-understand ways. She's practical, analytical, and very passionate about numbers. She can take complex processes and turn them into graphic models that clients can explain to their bosses and stakeholders. She can take an overabundance of information and distill it to its most important form for the right audience. Think of her as the Q to your James Bond. Among other areas, Patti has a great deal of knowledge and experience in hospitality, tourism, wellbeing/health, restaurants, and talent acquisition. She has been trained to quickly learn about any industry in order to then help clients with it. She is also the founding chair of the UCF Data Science Advisory Board. Patti earned both her BA and MBA at the University of Central Florida. She is an accomplished business analyst and a creative marketing strategist. And she can draw the true story from your data like Yoyo Ma draws beautiful music from his cello string.

#### **Patti's Promise**

**"I will work to make our clients' lives easier by providing accurate information, useful insights, and better processes. I am there to help them be Rock Stars to their bosses and customers."**

**"Knowing is not enough; We must apply. Willing is not enough; We must do." — Bruce Lee**



### **Dr. Jack Slingluff, Jr. PhD** **Creative, Original, Genuine, Fun**

Jack is a creative problem solver who loves finding elegant solutions to complex problems. He is really into things like analytics, statistics, and forecast modeling. He loves to listen to the meaning behind client's words so he can best understand their needs, desires, and objectives.

With his extensive experience designing and conducting primary research, Jack specializes in transforming research results into strategic opportunities. He has also pioneered approaches in tracking and improving customer satisfaction and customer loyalty for some very high-profile organizations. Jack earned his Doctorate in business Administration from the University of Phoenix, and his MA and BS from the University of Akron. He is also a member of the prestigious Delta Mu Delta, International Honors Society in Business.

#### **Jack's Promise**

**"I will be honest, fun, positive, and dedicated well beyond the client's investment. I will provide actionable insights and be our clients' partner in crime. I will answer their 'so what?' questions in plain terms and apply rigorous methodologies that will stand up to scrutiny"**

**"Research is a game of curiosity; it is meant to be fun." — Dr. Jesse Marquette**

