

SUCCESS STORY

Improving resource management of the Product Marketing department of a dermo-cosmetics company

CHALLENGES

With a high volume of new products portfolio and an increasing number of transversal projects, the marketing team of a **dermo-cosmetics company** felt **overloaded** but had no means to quantify it, leading to emotional and non-fact-based discussions.

CYLAD was asked to develop a **workload model** to **demonstrate the overload** and define rules to **optimize resource management**.

SOLUTIONS

Working in co-construction with our client, our teams built a solution relying on:

- **Mapping of activities** per profile, modeling the associated workload, and estimating resources availability
- Development of a **workload/workforce matching management tool**
- Elaboration of the **resources steering rules** and **organization evolution**
- **On-boarding** all the marketing teams through the organization of a joint seminar and awareness session

KEY DELIVERABLES



Tailored workload model to quantify the overload, identify priorities & give visibility to the teams



Adapted organization based on the workload model outputs



Resources management rules to ensure workload/capacity balance, in a short & long term

CUSTOMER BENEFITS

1

Tailor-made and sustainable tool to manage resources

>120%

Overload quantified, supporting **prioritization, reorganization or recruitments decisions**

100%

Team well-being with an appropriate workload and visibility