

## Organizational Change Strategy

*Customizing a change management approach to successfully implement and embed a transformational customer experience program.*



### The Client

A well-established, major manufacturer and retailer of mattresses and related bedding products, operating under multiple brands.

### The Challenge

The client wished to transform their customer service capabilities from a range of disparate, sub-par activities into a competitive advantage. To that end, the organization planned to implement enhancements to their existing antiquated ERP system as well as integrate new software into the environment.

Historically the company did not have strong track record of realizing success with major transformational projects.

### The Parker Avery Solution

The Parker Avery Group provided organizational change management (OCM) oversight as well as program management and business process design expertise.

The project team worked with the client's internal cross-functional team to define and develop a tailored organizational change strategy.

The OCM strategy was built as a holistic program comprised of communication, training, and sustainment plans. This multi-facet approach intended to promote awareness, prepare the impacted teams for the impending changes, and most importantly, embed the changes into the client's ongoing "business as usual" operations.

Parker Avery deliverables included:

- OCM methodology
- Change readiness assessment(s)
- Program communication campaign content
- Learning program curriculum
- Train-the-trainer onboarding
- Post-training sustainment plan
- OCM transition plan

### The Result

The organizational change strategy drove adoption of streamlined and standardized customer service activities across the enterprise, supporting the organization's long-term goals. Further, the organizational change efforts strengthened the company's ability to realize the benefits of the new software and optimized system functionality.