Organizational Change Strategy Brings Efficiency and Growth to Mattress Manufacturer

Client Challenge

A well-established, major manufacturer and retailer of mattresses and related bedding products, operating under multiple brands 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 its existing antiquated ERP system as well as integrate new software into the environment. Historically the company did not have a strong track record of realizing success with major transformational projects.

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 organizational change strategy was built as a holistic program comprised of communication, training, and sustainment plans. This multi-facet approach was 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 strategy and methodology
- Change readiness assessment(s)
- Program communication campaign content
- Learning program curriculum
- Train-the-trainer onboarding
- Post-training sustainment plan
- OCM transition plan

RESULTS

- ORGANIZATIONAL CHANGE STRATEGY DEVELOPED
- TRAINING CONTENT DESIGNED AND DELIVERED
- SUSTAINMENT PLAN OUTLINED

The company's new organizational change strategy supported the organization's long-term growth goals by driving the adoption of streamlined and standardized customer service activities across the enterprise. Further, the organizational change efforts strengthened the company's benefit realization from the new software through better user adoption.