



CASE STUDY

INCREASING PRODUCT RELEASE SUCCESS

Overcoming Challenges and Reducing Delays with an Optimized Process

OPTIMIZE

THE BUSINESS CHALLENGE

AGSI worked with a multi-billion-dollar technology services company to help them develop a better way to manage some of the typical challenges faced during its product releases. The organization had **no means of documenting or prioritizing the severity of customer service issues**, also known as service requests. As a result, personnel were unable to be responsive in addressing these needs in new product releases and their customer satisfaction levels were affected. Also, **delays in the process created longer product release cycle times**.

The organization needed a way to standardize the priorities within a release and gain visibility into scheduling, planning and tracking during the process in addition to identifying the scope. Finally, there was an issue of differentiating, and prioritizing as appropriate, both planned and emergent work.

AGSI'S HIGH-LEVERAGE SOLUTION

AGSI began by building on knowledge gained through previous work on a Defect Management Process Improvement Initiative. Our team designed a Release Management Process **focusing on the prioritization of service requests, formalizing regular communications across the functions and formalizing cross-functional schedules and accountability**. We also developed a Capacity Planning Model to help with resource allocation, scheduling and managing both planned and emergent work. The team set up a series of quality tollgates throughout the process to **ensure that a greater number of defects were caught before the release was distributed**.

VALUE TO THE ENTERPRISE

Through the new process and approach, the client was able to:

- Improve the **efficiency** of the planning, reporting and resource allocation functions
- Gain instant **visibility** into scope identification, prioritization, capacity planning scheduling and tracking during the development phase
- Improve the effectiveness of the testing phase, reducing the overall number of defects per release
- **Reduce delays in the delivery phase from two months to two days** and establish limitations for emergency and out-of-cycle requests
- **Improve both employee and customer satisfaction** through the development of achievable plans and better communication

IN BRIEF

CLIENT:

Large Technology Services Company

ENGAGEMENT:

Product Release Process Improvement

CHALLENGE:

Determine a resolution for escalating customer satisfaction issues and product release delays

OUTCOME:

A new Release Management Process prioritizes tasks and service requests and maximizes resource allocation and cross-functional communication, providing greater customer and employee satisfaction