



THINK OUTSIDE.

KellyOCG® solution helps global firm avoid \$2.3 million in costs while boosting the firm's training and conference center capabilities

The challenge

A global pharmaceutical firm constructed a state-of-the-art conference and training facility at its United States headquarters to cater to the needs of the firm's sales teams. The facility rapidly became the preferred site for conferences, internal meetings, and training for other business units including IT, marketing, and law. Delegates for events at the center came from across the United States and as far as Japan and Denmark.

However, the facility was lacking the staff and management systems that would enable it to become a fully operational learning and meeting center. With more than 30,000 people visiting the facility annually—and training nearly on a daily basis—the firm realized that managing a facility of this magnitude required capabilities that were outside of its core competencies, and it needed the help of an expert partner.

The company turned to the Business Process Outsourcing (BPO) practice of Kelly Outsourcing and Consulting Group (KellyOCG) to architect a solution to manage the facility and ensure it was geared to meet the diverse needs of a range of attendees—not just from the U.S., but globally.

While course content would be handled by the firm's trainers, the client was looking for a partner that would take charge of all

Results at a Glance

CHALLENGE

- Manage a state-of-the-art training and conference center
- Cater to the needs of 30,000+ attendees annually
- Ensure high-quality conference experience employees

SOLUTION

- Install a core management team with facilities management and hospitality experience
- Assess, advise, and oversee key technology upgrades
- Deploy appropriate software to coordinate logistics

RESULT

- Exceptional customer quality rating
- \$2.3 million in costs avoided
- Client extended training across multiple business areas

aspects of facility management, including scheduling, room set-up, online training sessions, audio-visual requirements, catering, and more.

The solution

KellyOCG created a team of four full-time employees to oversee the center's day-to-day

operations. The team developed policies and procedures for running the center and deployed conference management software to coordinate logistics between bookings, catering, facilities management, and audio-visual functions. To help create a more convenient and user-friendly experience for attendees, the team was instrumental in redesigning the training center's Web site to allow participants to book meetings online.

KellyOCG also helped identify and select appropriate tools and technology for the center. The client now has the equipment to operate a fully functional audio/visual production studio that can record TV-quality video with professional high-definition cameras and green screen technology.

The result

The training and conference center has become an outstanding success for the pharmaceutical firm. All its critical training and meeting needs have been centralized in this one high-technology facility, and attendee feedback has been excellent. The center received an average 6.8 out of 7 rating for services including room set-up, material facilitation, audio/visual services, customer service, and staff accountability.

The success has been, in part, due to the customer-driven attitude and expertise of the KellyOCG team. One call from the client is all it takes, and the KellyOCG team handles pertinent details such as audio/visual needs, microphone testing, recording, IT support, and more.

The client is delighted with results of this outsourced program. KellyOCG has provided an exceptionally high-quality conference and training center solution that has given the client a combined cost savings and cost avoidance of \$2.3 million.

For more information on how KellyOCG can help your business, visit kellyocg.com today.