



## Senn Delaney

### Who are Senn Delaney?

Founded in 1978, Senn Delaney was the first firm in the world to focus exclusively on transforming cultures. Operating in over 40 countries it partners with its clients to create healthy, high-performance cultures that deliver better business results.

#### The mission

→ Establish an efficient, accurate and scalable enterprise-wide system for scheduling people and projects across numerous time zones.

#### The solution

→ Obtain software, consultancy support and training from Timewatch and implement whitespace.

#### The results

- Reduction in scheduling time, improved accuracy
- Able to see all people on a project on one screen
- Client satisfaction supported by scheduling accuracy
- Complete visibility on consultant utilization and skill availability
- Consultants schedules can be accessed instantly
- Now able to track across timezones, Timewatch was the only supplier that could provide this
- Full integration with MS Outlook enables users to view data as they did before.
- New consultant database allows easy identification of individual expertise
- Eliminated manual effort, duplication and errors associated with scheduling across time zones.
- A clear view of the business and potential future income
- Quick, easy and accurate data entry.
- For a project team of five, access to team data is five times quicker
- Tentative dates can be held then released with ease and accuracy

## Customer Summary

“Our consultants’ time is one of our most valuable assets and we want to optimize the way we manage it to create the best possible experience for clients, consultants and the operations support team.”

Judy Gesicki, Senior Executive Assistant

Working with Fortune 500 and Global 1000 CEOs, Senn Delaney helps organizations to align new leaders and newly configured teams, integrate mergers and acquisitions, shape the culture required to support new strategies, implement major systems or processes and shift to a customer focus. With offices in the US and UK and more than 80 consultants operating worldwide on various projects, resource scheduling is hugely important for the company.

Judy Gesicki, Senior Executive Assistant describes how the challenge of handling different time zones came to a head. “Individuals were using MS Outlook as a personal diary for their respective time zones and the Resource Department was running a spreadsheet set to Pacific Time (PT). Some entries had to be made twice so that they appeared in the time zone for which they were scheduled as well as the default time zone. On the other hand some core members of staff worked to PT regardless of where they lived or travelled yet bookings were mistakenly added in local time. The whole approach was unwieldy and inevitably things got mixed up.”

Business Development Manager, Susan Carr, adds “The company was undertaking a major task with an informal process that was self defined and could only be done by a small team. What we had in place was simply not scalable. We may not have lost top line revenue through error but there was probably an impact on the bottom line. There was also an adverse effect on members of staff. We did not have the right infrastructure to make people successful.”

Susan began the search for a solution. “We developed a matrix that defined requirements and reviewed 50 different offerings, reaching a short list of four. Our main issue was how to track across time zones automatically and Timewatch was the only supplier that had solved this problem. It was a clear cut decision to go for **Whitespace®**.”

The implementation project began with Senn Delaney defining company wide database detailing project teams and areas of expertise. Timewatch prepared some specific reports and customizations. Calendars were reconciled in both Outlook and **Whitespace®**, then an auditing process was carried out to ensure that everything was working.

“We now have an efficient, accurate and scalable enterprise scheduling process which is not dependent on the skill of one or two individuals,” says Judy. “Our WhiteSpace® system eliminates the manual effort, duplication and error associated with scheduling across time zones. It is truly time zone compliant, tracking UTC (Coordinated Universal Time), the time where a consultant lives and the time where the booking is. In addition we have immediate visibility on team utilization which allows us to spread work throughout the

organization. We can colour code booking types so we can identify transfer competencies and see how many are coming through. This gives us a real grasp on the business.”

For Nissa Raheem, Resourcing Manager, scheduling is now a simple and speedy process. When she enters bookings into whitespace they are published automatically to Outlook and appear exactly in the style required by Senn Delaney. “I can open calendars more quickly and the process of changing them is less prone to error. The biggest benefit for me is the ease with which I can edit schedules when more than one consultant is working on a project, previously I had to make such changes manually. The system is user friendly and the ability to share information with others, for example, client services managers, means that we can all function more effectively.” For each new booking users receive an automatic email notification and only have to consult Outlook to obtain all the information they need.

Susan adds “With one click I can view all the dates and consultants for a particular project on one screen. On our old system, we had to identify who was on the team from a paper report and then click on each name to open individual calendars. So for a team of 5, we can access project teams 5 times faster and whilst the paper report had to be constantly updated now we only have to define a project team once. Another issue was that the report was missing crucial information because project team and consultant experience was tribal knowledge and was not stored anywhere.

**Whitespace®** allows us to scale scheduling to a much broader team and create a consultant database that is available across the enterprise. Now we can build a report and gain insight on which projects we expect to bill for and what we have coming down the line.”

Susan goes on to explain that the new system enables much easier project planning. “We had a lot of errors around tentative dates for projects. Our process is to hold a few dates until a date is confirmed but we had no automated way of tracking and releasing the other tentative dates. Within whitespace we link all the tentative dates and then access them with a single click to release all the holds when a date is confirmed. This gives us a double benefit: we spend less time searching calendars and we don’t miss any scheduling opportunities due to unreleased holds. The process is at least twice as fast as our manual process.”

Judy concludes: “If we miss an appointment we lose credibility and client satisfaction goes down. If someone looks busy on the schedule when in reality they are free the company misses out on an opportunity. Whitespace has removed these issues. Now we know who is doing what, when they are booked and how much free time they really do have.”

## Product Summary

Senn Delaney implemented Timewatch®’s WhiteSpace® Resource Scheduling Solution with Report Builder and the Optional Exchange Integration module to allow users’ schedules to be automatically published in their Outlook Calendars.

