

## **Case Studies by SFIC Institute Pte. Ltd.**

Case study 1: Job and process redesign of marketing and design roles for an interior design firm

### Problem Statement:

This company is heavily reliant on senior management making decisions on ground-level decisions, resulting in severe bottlenecks in sales and marketing processes. This bottleneck in turn resulted in loss of potential income for the company as customers would drop projects due to long waiting times quoted.

### Sector/Industry of company:

Interior Design

### Approach for the project:

SFIC conducted an organisational needs analysis to align company's goals and current position.

An assessment of job roles and responsibilities for relevant employees, as well as all relevant job processes and systems was conducted to map out pain points faced by the company.

A job-redesign centric business plan was created, with a focus on job enrichment and simplification.

The job redesign plan was implemented, and necessary tools and systems were created to go in line with the new job scopes and processes.

A post implementation survey was conducted to measure effectiveness of job redesign outcomes.

### Benefits derived/outcomes received:

- 10% decrease in sales cycle
- 10% increase in overall sales
- Improved employee morale due to empowerment
- Increased agility due to new mindset of employees

## Case study 2: Job and process redesign of administrative and accounts roles for an interior design firm

### Problem Statement:

Administrative and accounts staff

### Sector/Industry of company:

Interior Design

### Approach for the project:

SFIC conducted an organisational needs analysis to align company's goals and current position.

An assessment of job roles and responsibilities for relevant employees, as well as all relevant job processes and systems was conducted to map out pain points faced by the company.

A job-redesign centric business plan was created, with a focus on job enrichment and simplification.

The job redesign plan was implemented, and necessary tools and systems were created to go in line with the new job scopes and processes.

A post implementation survey was conducted to measure effectiveness of job redesign outcomes.

### Benefits derived/outcomes received:

- New software was adopted by company to facilitate business transformation
- Employees upskilled to use software
- Increase in overall business productivity due to reduction of mundane processes
- Impacted staff able to perform higher level business functions (e.g. analytics) due to reduction in workload from streamlined processes and job scope
- Less human errors in daily operations and greater accountability of staff