

Consulting Case Study

Thrive in the information industry of tomorrow by positioning yourself as a strategic partner

Jinfo helped the information services department of a major financial institution position itself as a strategic partner within its organisation, showcase its expertise and connect its services to revenue-producing efforts.

Client

Information services department of a major financial institution.

Situation

Our client's department was not seen as a key strategic partner within her organisation.

Challenge

Position the department as internal consultants with valuable expertise.

Model

Co-create a strategic vision for the department with our client and her team.

Work

We kicked off the project with a team workshop. Then we guided the client through a number of assignments, including defining its customer base and its service offerings, formalising its customer intake and delivery process, and analysing how they could better allocate their time to make the most of their expertise as information consultants.

Results

Within months, the client saw substantial changes in the way customers use and value her team's services. One key measure success is the amount of work they do tied to revenue generation.



"We were viewed too much as a transactional resource. People did not fully understand what expertise we brought to the table."



"Getting that kind of work depends very much on playing a strategic partner role," she said. "When I see that part of the pie chart increasing, I know our new processes are making a difference."



"Our strategy was stuck on third base. Thanks to Jinfo, we're on our way home."

Contact Jinfo Consulting

Our proven processes, resources and guidance will help your team make the shift from transaction centre to strategic asset.

[Start the conversation »](#)



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