

STANDARDIZING BUSINESS PROCESSES: A NECESSITY FOR CONSISTENCY

A local gym implemented a personalized management hierarchy system and developed a more user-friendly website to improve consistency and attract new customers to its locations.

Client's Challenge— Provide a similar customer experience at both locations

- Discrepancies in management structure between the two locations
- Disorderly process for when a customer fails to pay
- Complex website that made it easy for the customer to get lost
- Unclear dispersion of tasks among employees

IUCG's Solution— Improve standardization using a management hierarchy system

- Created a process flow to visualize the step-by-step processes for the controller's duties
- Established a risk aversion and mitigation step that allows the client to avoid the issue of dealing with customers on an ad-hoc basis
- Designed a management hierarchy diagram to clearly define the employee's roles and responsibilities



Business Impact— Ensured unity across both locations and created a platform that will enable and foster further growth for the client

- The personalized management hierarchy diagrams helped the client understand the overall picture of their organization as it continues to grow
- Research regarding potential website designers that were within the client's budget enabled them to create a more user-friendly site that will help them continue to expand their business

"I learned how to analyze a company to determine where insight could be utilized and implemented under a tight time-frame in order to provide maximum improvement while lessening the load on the part of the client."

-Cole Gladstone, Student Analyst

Client's Challenge:

IUCG partnered with a local small-business owner who currently operates two gym locations in neighboring towns, and is looking to expand even further. His main goal was to standardize business processes across the two locations, so that he could provide the same experience at both.

In order to ensure standardization, the team developed visual business process flows and created a personalized management hierarchy diagram. They also provided suggestions to make their website more user-friendly, focusing on attracting new customers, while simplifying the site for current customers.

IUCG's Solution:

IUCG's primary goal was to standardize business processes across these two locations. The team of student analysts made multiple site visits to both gyms, attended a workout class to get a better feel for the business, and collected information on the business's operating model. The team then created a process flow to visualize the step-by-step processes for the controller's duties, breaking those duties down by task. Next, the team created risk aversion and mitigation steps, including a standardized process for when a customer fails to pay. This allows them to avoid the issue of dealing with customers on an ad-hoc basis.

The second portion of the team's recommendation focused on making the website more user-friendly. The client's website had many submenus, making it easy to get lost within the different pages of the site. After gaining a full understanding of the site, the student analysts began researching websites of a similar nature. They used their findings to create personalized and unique recommendations to improve the client's own webpage. After making these recommendations the team researched

website designers who had the skills to implement those recommendations while remaining within the client's budget.

The team's final challenge was to develop a management hierarchy diagram to clearly define each employee's roles and responsibilities. It is common in a small business for leadership to absorb the responsibilities of multiple positions. IUCG developed two management hierarchy diagrams for the client. The first displayed the current employees and all of the positions they held. The second diagram was anonymized by removing employee names and then rearranged so that the positions would flow more intuitively. In the second diagram, the team reorganized the hierarchical structure so that financial positions report to the appropriate chief officer. This gave the client a transparent view of how their business operates as well as providing them with a model to work towards as they expand. This also greatly clarified the lines of communication and who reports to whom.

Impact on client's business:

The standardization of the business processes provided the client with a map of how the employees perform their tasks and ensured unity between both locations. The personalized management hierarchy diagrams helped the client understand the overall picture of their organization as it continues to grow.

The client was most excited about the suggestions made to streamline their website. Additional research on potential website designers also provided them with much more affordable options than they had at the time. Finally, the team suggested changing the name of one of the locations to increase brand recognition and promote unity within the company. Overall, the team successfully standardized processes across the two locations and created a platform that will enable and foster further growth for the client.