

DRIVING MARKETING EFFICIENCY

Qwest Communications competes in the fierce telecommunications industry. In 2006, Qwest's management team determined to turn marketing into a competitive weapon. As is common in large enterprises, Qwest's workflows had become fragmented, leading to long cycle-times, inconsistent messages, and inefficiencies in agency management.

MTS facilitated a thorough needs analysis by interviewing stakeholders and reviewing existing processes. The result was cross-functional agreement to very specific goals: expedite the project request process, streamline the review and approval processes, automate project management, and provide visibility and accountability across all marketing activities.

A SYSTEMATIC DEPLOYMENT OF MRM

Qwest realized that an investment in marketing resource management (MRM) would improve processes, message alignment, and cost control. In preparation for their MRM implementation, Qwest and MTS developed a strategic roadmap, launched an internal communications program to facilitate change management, and set milestones and metrics for all phases of the project.

Because of the groundwork that they laid, Qwest's vendor selection process went smoothly. As is usually the case, technology played a secondary role in Qwest's MRM implementation. The key to Qwest's success was the energy they invested in clearly defining business goals, developing a long-term roadmap, and managing change.

Company:

Qwest Communications

Industry:

Telecommunications

Headquarters:

Denver, Colorado

Number of Employees:

36,000

Key Businesses:

- Internet
- Phone
- TV, Wireless
- Broadband Voice/VoIP

“MTS has played a critical role in the definition and implementation of our MRM program. Their unbiased counsel has led to many excellent decisions regarding investments, phased implementation and adoption.”

– Mitch Plum, Marketing Performance
Director Qwest Communications