

# Steer

International Transportation Consulting Firm



## Situation

An international transportation consulting firm needed to assess and develop a strategy for U.S.-based corporate services support across several offices and geographic locations.

## Solution

Strategic Marketing Consulting, LLC assisted this international transportation consulting firm with a 2 phased process.

- Phase 1 consisted of research, interviews, and fact finding about how corporate services were offered currently from the headquarters office. SMC reviewed material regarding goals and responsibilities for corporate services groups and interviewed group heads. In addition, SMC interviewed US business heads to understand business requirements that differ in the U.S. SMC developed a recommendation for design and establishment of a corporate support service organization in the U.S. to operate in a manner that is consistent with, and seamlessly interfaced to, the headquarters corporate services organizations.
- Phase 2 consisted of more detailed development of recommendations regarding the appropriate structure, processes, and resources in individual corporate service areas. SMC identified the key business requirements in each corporate service area, and proposed an efficient way of meeting the requirements at the current business scale as well as transitioning to an agreed larger-scale business.

