

CASE STUDY

DiGence

Created by Geeks

How can technology help **increase satisfaction** in the customer experience?

Industry:	Construction
Head quarters:	London
Company size:	50-200
Processes captured:	
Locations:	London, Edinburgh, Esher, Bristol, Leeds, Manchester (WeWork office)
DiGence Days in Total:	6

THE CHALLENGE

Closing the gaps for an exceptional customer journey.

“Paragon already had experience in introducing new systems into their service lines. Their impressive infrastructure allows collaboration across systems and various stages of project delivery. But other areas of the business still relied on more manual processes – including fee proposals and reports, and important client communication was still shared via email rather than a dedicated portal or application. “

THE SOLUTION

DiGence® delivered collective clarity

Paragon approached Geeks in order to progress their digital transformation journey and to improve their customer experience. The forward thinking nature of Paragon leadership was evident, but the lack of concrete data and proof-points was holding them back. With DiGence®, they could diagnose the challenges as well as identify where in the business they should invest their time and resources to make an impact.



THE CLIENT:

ONE OF THE UK'S LARGEST INDEPENDENT BUILDING AND PROJECT CONSULTANCIES

Paragon think differently to create commercial advantage for their clients, delivering a director-led service with technical expertise and commercial acumen. They understand the importance

of creating meaningful relationships and take time to understand their clients and the opportunities and challenges they face. From their offices in London, Esher, Bristol, Manchester, Edinburgh and Leeds, their team of 130 people works across the UK and Europe.

CASE STUDY

STEP 1: Assess

Assessing the barriers and opportunities

The first stage of our journey focused on visually mapping all of Paragon's business processes during interviews using our DiGence software.

We captured in-depth quantitative and qualitative data to identify pain points, potential risks or operational inefficiencies.

We analysed Paragon's business operations and systems across 6 days, without disrupting any of the daily operations for employees.

The goal of this process was to collect enough data to objectively quantify key business goals – including scalability, morale, reputation, operational efficiency, data visibility and adaptability.

DiGence® clarified scalability and operational efficiency as the business areas that would most benefit from digital transformation initiatives.

STEP 2: Align

Aligning business areas to growth

DiGence® offers its clients a holistic view of their business, both at a high level across the company as well as at a lower level going into a detailed analysis of individual processes.

Through DiGence, we were able to give Paragon a crucial data-driven perspective and expose potential risks to Paragon's customer journey.

69% of Paragon's process steps had the potential to result in external complaints. Actual echecks and balances were not in place.

2/3 of Paragon's information was stored in digital files or emails. Data was harder to obtain and visibility across projects difficult to ensure.

The reliance on using emails as the only form of communication with each stakeholder was acting as a difficult blocker for Paragon.

Not only was there high potential for reports, documents and information to be lost in translation, but the lack of progress visibility, and the risk of data becoming inaccessible, would hinder Paragon's scalability. Transferring key account information and communication to central application, would provide Paragon a more agile process and give every department equal visibility.

DiGence® highlighted that a lack of visibility over processes and data, would impact their growth.

STEP 3: Act

Acting with great impact

"Based on the insights delivered with DiGence®, we identified three key priorities that would help Paragon take their business to the next stage:

- A job management system that would allow teams across the business to see project progress
- A client portal that would improve the customer experience and give all departments visibility over client communication
- A fee proposal generator that would systemise the process and reduce the amount of manual work and time

Our proposed implementation roadmap was the only way for Paragon to continue their digital transformation journey, whilst maintaining their day-to-day organisation and vision. This would allow Paragon to foster the change needed to remain a leader in the proptech sector, but also retain the incredible reputation they have built within their industry."