



# Saving Time and Money with Social Development Governance

## Company Profile

Client: The client is a Fortune 50 consumer packaged goods (CPG) global leader and covers a wide range of consumer packaged goods production in the beauty, grooming and household care units. The client's hundreds of brands are available in more than 180 countries.

## Business Challenge

The client's brands were spending large portions of their budgets on social media application development. Once the application launched, there was very little technical vendor oversight, making it extremely difficult to track outages or other issues. A key factor was that creative agencies were historically responsible for both design and development work. This resulted in expensive applications that had a visually appealing look but a poor user experience.

In addition, the client was experiencing difficulty due to a lack of Governance. Global vendor teams were often not aligned with brand requirements set forth by the client. The lack of vendor alignment resulted in confusion and an overall poor user experience, especially when they tried to localize social applications across several countries or regions. The client asked Corbus to create technical vendor processes and standards to ensure that social media applications were developed in accordance with the company's legal, privacy, and marketing needs.

Within three months of the project inception, Corbus created and launched an entire solution from the ground up.

## How Corbus Helped

Corbus began by collecting and evaluating materials and interviewing key stakeholders to establish a set of standard expectations and requirements. After finding that there was a basic set of processes that could be borrowed from an existing web solution, Corbus adapted the process for social media and developed additional processes, documents, and standards.

Corbus also created a set of standards by which to evaluate and qualify social development vendors. Then, Corbus shortlisted qualified technical vendors who were able to handle the level of service required and also meet the internal client expectations for legal compliance, privacy and security. In order to be shortlisted, technical vendors were required to meet specified skill levels

and agree to all certification requirements. Technical vendor representatives went through a rigorous certification process, attended intensive training in the new processes, and were required to disseminate this knowledge to their global teams.

Corbus' expertise regarding cost reduction drove the client's overall costs down and made quotes more competitive for the client's brands. To further reduce costs and launch timelines, vendors are encouraged to re-use base code and create templates that can be used repeatedly in lieu of expensive custom work. Tracking, weekly meetings, and reporting of projects with each vendor ensure that high-quality development continues and guarantees that any outages or bugs are promptly fixed. Dedicated resources are the first-level escalation points and are on call in case of emergencies. Specialists assigned to each brand have been trained in a ticketing system which allows the governance team to efficiently troubleshoot and hold technical vendors accountable to any system issues/problems.

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## Results

- ✓ As a result of certifying and training a small list of vendors, brands can now enjoy a hassle-free development experience in which they provide the concept, and the technical vendor follows a defined end-to-end process. Our end-to-end process clearly defines vendor responsibilities and requirements. This process is the same globally, ensuring that the brand's consumer experience is seamless across various regions, countries, and nationalities.
- ✓ Technical vendors are now held responsible for mistakes and evaluated accordingly. Severe brand infractions can result in a temporary suspension of work, while the issue is fixed, or a permanent revocation of certification which gives vendors incentive and keeps the vendors accountable for providing satisfactory services.
- ✓ Because vendors are reusing base code or producing reusable templates, costs have been dramatically reduced—a 164.1% decrease from application costs for applications launched before the Corbus standards was enacted. The estimated overall timeline of projects has dropped from months to weeks and is defined in each project's statement of work in accordance with the Service Level Agreements (SLAs) defined in each technical vendor's contract.
- ✓ Lastly, because there is a dedicated governance team, social applications are not only developed according to the highest standards, they are also promptly fixed in case of outages post-launch. Specialists track these issues using a ticketing system, creating a record and enabling the governance team to oversee fixes. Our client has been very satisfied with this new program and has given the Corbus team further autonomy after our initial demonstration of expertise during inception and integration.