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A.T. Kearney cut its onboarding time **in half** for new employees

The challenge

A.T. Kearney, a global management consulting firm, faced two big email design challenges before working with Vuture.

With their previous email marketing vendor, A.T. Kearney's marketing team had to individually code each email using HTML and CSS. They had to test to make sure that each email was compatible with all the different email clients and devices.

This process was not only time-consuming and laborious, but it made it difficult to onboard new employees. This meant A.T. Kearney's new employees endured a lengthy onboarding process before they felt comfortable using the system to turnaround email campaigns, according to CRM and eMarketing Manager Ravi Thakkar. This put additional pressure on everyone involved.

Tackling the challenge

A.T. Kearney wanted to improve its efficiency by taking advantage of Vuture's responsive templates and user-friendly email editing functionality.

Ravi hoped to eliminate the need for his team to manually code any emails, as well as ensuring their emails remained compatible with different email clients and devices. This would help to speed up the process for creating emails and remove any bottlenecks for creating emails, like HTML code review.

Ravi also wanted the email design and creative process to be simple and intuitive to his current and new team members. The A.T. Kearney team used Vuture's drag and drop functionality to easily move different design elements around on an email or landing page. This eliminated the requirement for new team members to be proficient in HTML coding.

The outcome

Vuture allowed the A.T. Kearney team to easily create 'Sub-Templates' for each type of email they send, for example newsletters and events. These 'Sub-Templates' contain all the design elements and email layouts they need. Now their marketing team can select a template for the type of email they wish to send and simply paste in the content. They no longer need to manually code each email.

Using Vuture, A.T. Kearney have reduced the amount of time it takes to create and send a new email campaign **by 50%**.

According to Ravi, onboarding time for new employees has also been **cut in half** since moving to Vuture. Ravi states, 'We've found that new employees can learn how to create an email campaign in the Vuture System in about 2 hours. That has tremendously helped in getting our new employees up to speed quickly, allowing them to produce content on their first day.'

Want to learn more on how the Vuture platform could help you and your firm?
visit vutu.re or email explore@vutu.re

About A.T. Kearney

A.T. Kearney is a global management consulting firm that focuses on strategic and operational CEP-agenda issues facing businesses, governments and institutions around the globe. A.T. Kearney maintains offices in more than 40 countries globally and specializes in a variety of practice areas.

About Vuture

Vuture's automation technology puts its professional-services users in control to build trusted relationships, drive brand loyalty and, efficiently, deliver engaging, multichannel campaigns that place their clients at the heart of the business.

Vuture is part of the CM Group family of brands.

 Campaign Monitor  Delivra  emma  LIVECLICKER  SAILTHRU  vuture