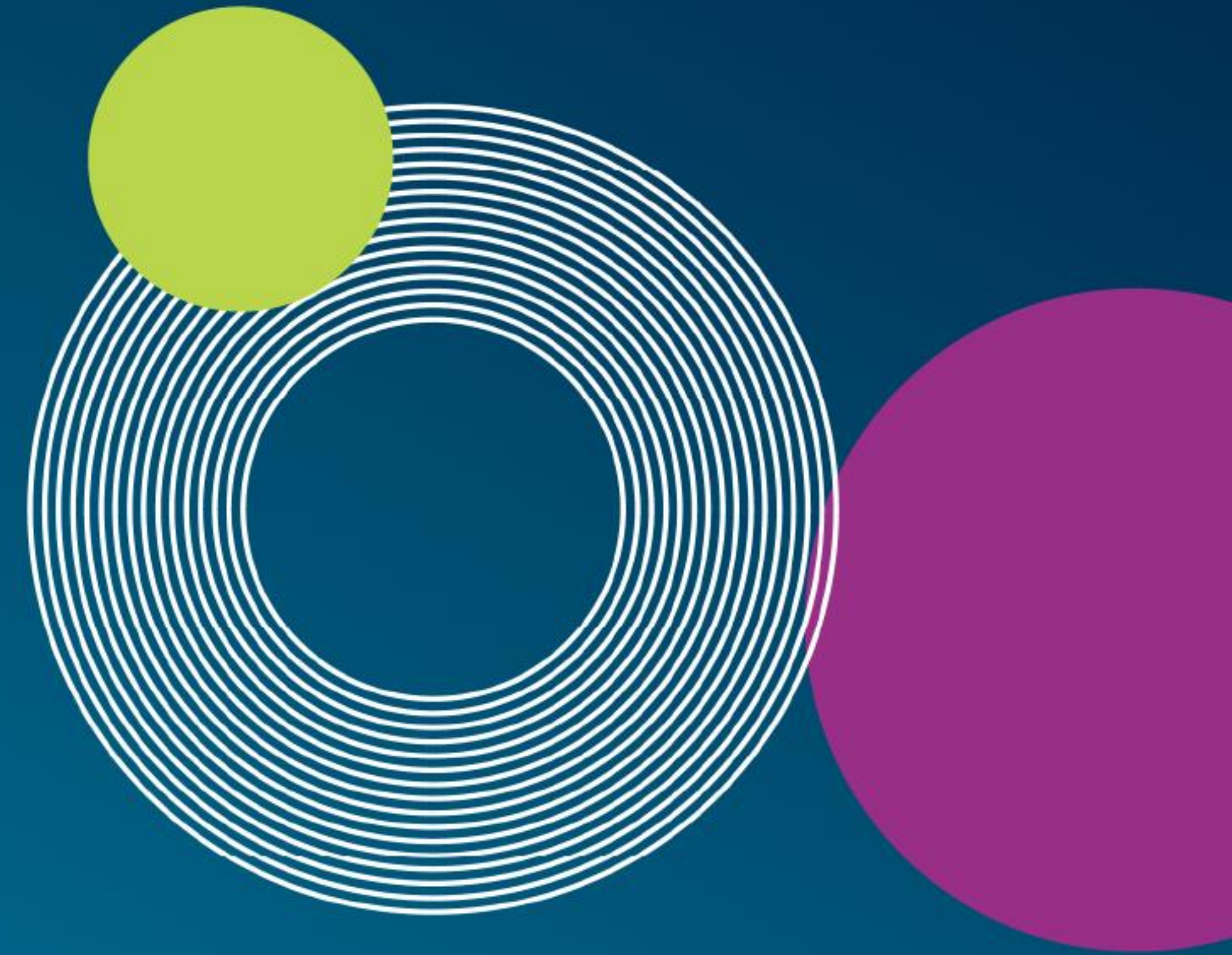


CONFIDENTIAL INFORMATION



**RIGHTSPEND**

# **CASE STUDY: FMCG COMPANY**

## THE SITUATION

The client was provided a rate card by their agency, with a staffing plan encompassing a single global average.

The agency's grouping of titles (junior and senior) enabled them to inflate hourly rates – applying high-end senior rates to junior staff.

## OUR SOLUTIONS

- Accurately assessed hourly rates by job function across all 43 of their global markets.
- Identified the agency hourly rates were **21% higher** than the benchmark.
- Determined the agency also used a higher overhead rate and profit margin to develop its rates.

## THE RESULTS

### **16% direct savings reduction\*.**

- Renegotiated its rates with the agencies based on data, not emotion.
- Amended contracts to ensure that key metrics, including Hours per FTE and overhead rates were made country specific.

\*savings based on new negotiated rates applied to last actual year of data.

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