

# Upskilling while Upscaling: Strategic Partnership in Corporate Transformation

**Brief Summary:** Forte Partners has formed a strategic partnership with a market-leading e-learning company that offers comprehensive solutions in content and platforms for corporate learning. The collaboration began with the crafting of a transformation roadmap and subsequently facilitated its implementation. Over a three-year period, the partnership has covered multiple domains, including customer strategy, analytics & BI, experience design, service design, channel optimization, and the establishment of a Project Management Office. Consistently meeting transformation milestones, the e-learning firm has exceeded its performance goals for three consecutive years.



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**Case Study:** Serving a diverse client base that includes banks, telecom operators, government organizations, and multinational holdings, our client is the undisputed leader in corporate digital learning in Turkey. They offer versatile technology solutions, including Learning Management Systems (LMS) and Learning Experience Platforms (LXP), available in both on-premise and cloud-based models. In addition to hosting an extensive e-learning content library, which is augmented by contributions from over a hundred content partners, the company also produces its own proprietary content.

Facing significant industry shifts in technology, competitive dynamics, and learner behavior—accelerated by the pandemic—the company recognized the imperative to undergo a comprehensive transformation. This strategic move aimed not only to solidify its leadership position against both local and international competitors but also to establish a significant presence in the targeted international markets. The transformation would fundamentally alter business operations across multiple dimensions.

As the initial step, Forte Partners conducted an in-depth analysis of the client's customer management capabilities, spotlighting several areas for significant improvement. The cornerstone of this initial assessment was the creation of a comprehensive three-year transformation roadmap. This roadmap also acted as the foundation of the strategic partnership between the two firms.

Upon roadmap finalization, Forte Partners' expertise has been channeled into a variety of initiatives aimed at bolstering the company's overall performance. Forte Partners' consultants have been supporting the company on several initiatives including customer segmentation and segment management strategies, customer management reports, designing and launching a BI product, designing and re-designing company processes, developing services strategies, and so forth.

Recognizing the need for centralized oversight and seamless collaboration, a dedicated Project Management Office was also established. Rather than focusing solely on projects driven by Forte Partners, the PMO's mandate encompasses a broad range of strategic initiatives, underscoring the comprehensive approach to transformation.

To ensure knowledge transfer and long-term project sustainability, hybrid teams were assembled. Comprising both Forte Partners consultants and client staff, these cross-functional teams have been integral to maintaining a consistent quality and sustainability of deliverables throughout the engagement.

Through its pivotal role as an agent of change, Forte Partners has provided strategic and tactical support, ensuring the transformation journey maintains a robust momentum. The tangible results are evident in the attainment of performance metrics, while the intangible benefits manifest in elevated organizational capabilities and a fortified competitive stance in the market. The net effect has been a transformative impact that extends beyond mere numbers, creating a legacy of sustainable advantage and heightened business resilience.

**To learn more about how Forte Partners can support your customer segmentation needs, [please contact us.](#)**