

OPTIMIZATION THROUGH DIGITAL ENGAGEMENT **GOVERNMENT OF CANADA**

WHO

Office of Small and Medium
Enterprises

WHAT

Schedule & budget optimization,
collaboratively

NEED

De-risk decision making,
engage business community

OUTCOME

Path to operational 85%+ ROI,
and more

OSME promotes services to help small and medium-sized enterprises do business with the Government of Canada. In the Pacific region, they attended over 30 different events in 2015, leading to contact with over 4,200 people in the business community. The OSME team needed to develop a high-impact program for community outreach that met business and long-term strategic needs

APPROACH & RESULTS

PARTNERSHIP WITH OSME YIELDED CLEAR STRATEGIC AND ECONOMIC BENEFITS

OSME needed to develop a high-impact community outreach plan meeting the needs of businesses. This was a significant logistical challenge because there were more than 80 potential events. Trade-offs would have to be made, balancing budgets, HR resources & logistics with new ways of delivering value.

The Ethelo team worked with OSME management from May to August 2016 to define a framework for success, launch the digital collaboration and deliver the optimized plan.

OSME hypothesized that optimizing outreach was possible. They had many information assets and a network of 150+ trusted partners. Historical event information was incomplete, distributed and lacking some measurements. The optimization problem space was massive with 80 different events to consider (2^{80} event combinations).

Ethelo collaborated with OSME to define effective evaluation criteria for viable scenario generation.

At the same time, OSME worked with Ethelo to identify appropriate communication to encourage the participation of trusted partners. The platform asked each participant evaluate events they knew and record their ratings on Ethelo's 9-point rating scale. Participants also recorded their corresponding comments, replies and "likes" for the different events, which proved to be valuable qualitative input for future planning specifics.

Ethelo reduced problem complexity using in/out popularity thresholds. The platform then processed the remaining 12 billion scenarios over several problem solving units at a rate of hundreds of thousands of combinations every second. Ethelo used this analysis to create a short-list of 100,000 solutions delivered on a filtered spreadsheet.

Management used their own filters to create a precise short-list that would ensure a plan of the very highest quality and delivered value.

38% of the 150 partners invited provided critical input, ensuring a broad and robust basis of analysis. The engagement process also visibly reinforced OSME's continuous dialogue with the business community.

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The results described the potential for reducing the number of events attended by at least 15, leading to lower event, travel and labour costs that pointed to an ROI of at least 85% and capacity to reallocate resources to strategic outreach initiatives.

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