



PLS LOGISTICS SERVICES

How we improved cost structures
and enhanced productivity within
a marketing department

OVERVIEW

Our outsourcing solutions enabled a marketing department to achieve substantial cost savings and efficiency improvements. By outsourcing select roles, the department reduced salary expenditures by 48% and cut the time required to find qualified employees by 60%. These results highlight the transformative impact of outsourcing in driving cost efficiency, improving operational speed, and delivering measurable value.

Subject Profile:

The marketing department at a logistics brokerage seeking improved cost efficiency and enhanced productivity.

Initial Conditions and Challenges:

The department faced significant challenges with its cost structure and hiring speed, struggling to balance budget constraints with the need for qualified employees. High labor costs and lengthy recruitment timelines were impacting overall efficiency and performance. These issues led the organization to explore Peak Altitude as a strategic partner to optimize costs and improve operational speed.



Challenge:

The marketing department needed to significantly reduce labor costs while improving the speed and efficiency of hiring to address budget constraints and maintain operational effectiveness.

Objectives:

- Achieve measurable cost reductions through strategic outsourcing
- Improve hiring speed to meet staffing needs more efficiently
- Deliver a clear and measurable ROI to justify the initiative

Strategy + Implementation:

The decision to pursue outsourcing was driven by an analysis of industry trends and best practices, which identified outsourcing as a proven strategy to enhance cost efficiency and streamline operations. While the marketing department had previously utilized outsourcing in limited areas, a more comprehensive approach was necessary to maximize its potential benefits. Collaborating closely with Peak Altitude, the department identified key roles for outsourcing and developed a customized onboarding and training framework. Through daily oversight and performance tracking, Peak Altitude ensured alignment with the department's standards, maintaining seamless communication and operational efficiency throughout the process.

SOLUTION

The primary focus of the outsourcing initiative was the transition of specific marketing roles to outsourced teams. These roles were carefully selected based on their reliance on standardized processes and their potential for seamless integration without disrupting core operations. The solution was supported by tailored training materials designed to ensure outsourced team members could execute their responsibilities effectively. These materials emphasized the proper use of marketing tools and systems to support the department's objectives, enabling the outsourced team to integrate seamlessly into existing workflows and deliver consistent, high-quality results.

RESULTS



1

60% reduction in time to fill a role

2

48% reduction in cost

