

Company Specific Programs Client Solution Donnelley Financial Services

About Donnelley: Donnelley Financial Services is a division of RR Donnelley (RRD) – a Fortune 500 company that prepares, produces and delivers integrated communications across multiple channels for content owners, such as publishers and telecommunications companies. Donnelley Financial Services has a team of experts who create, manage, produce and deliver regulatory and marketing communications for the capital markets community and diversified financial services companies.

Donnelley Financial Services Goals: Donnelley Financial Services was implementing a “service distinctiveness” competitive strategy. The goal of the leadership team was to lay a strong foundation of services quality for this newer division and as a basis for greater future profitability and growth.

The Donnelley-CSL Solution: As part of their annual executive team meeting, Donnelley Financial Services met on the ASU campus for two mornings. The program consisted of two business speakers from companies which exemplify service distinctiveness who laid out a vision for the organization. The remainder of the program was based on building the service culture through the service quality indicators of reliability and assurance.

Donnelley’s Outcome: Donnelley leadership felt that their objectives were clearly realized and plan to make time at the CSL part of their annual executive meeting over the upcoming years. They found tremendous value in pooling their training money into a very focused outcome around clear company goals.