

A 14-person software firm more than doubles productivity: Sales and customer service

PROFESSIONAL SERVICES

MICRO

SALES AND CUSTOMER SERVICE

+143%

PROCESS PRODUCTIVITY [1]

-73.8%

DEFECT DENSITY [1]

-9.7 pts

EFFORT DEVIATION [1]

PROBLEM

Planning, quality, and delivery depended on inconsistent project habits. The small team needed a repeatable way to coordinate work and prevent defects as projects changed.

SOLUTION

The firm introduced Scrum, daily visibility, iterative planning, code inspection, and unit testing. The combined method linked short planning cycles with routine quality checks and shared progress information.

RESULT

Process productivity rose from 7.6 to 18.5 lines per hour. Defect density fell from 31.3 to 8.2 per thousand lines of code.

BUSINESS LENS

SWOT: specialist skill was a strength, but informal delivery was a weakness. A shared cadence converted expertise into predictable service.

ASSUMPTIONS AND LIMITS

The compared projects used different teams, tools, hardware, and experience. Some management effort was excluded.

DEPARTMENT APPLICATION

SALES AND CUSTOMER SERVICE

Lower defects improved client outcomes.

Application analysis based on the cited source. It is not a separate measured result.

Prepared by Ocmulgee Business Process Solutions from the cited independent source. This is not an Ocmulgee client engagement or an original Ocmulgee result.

SOURCE [1]

Caballero, Calvo-Manzano and San Feliu, 2011. Introducing Scrum in a Very Small Enterprise. https://doi.org/10.1007/978-3-642-22206-1_19

Reviewed Springer conference case | Size basis: Fourteen employees; the study calls it a very small enterprise, so micro follows the source classification.