

Case Study –

Business & Operational Strategy Map, Sustainable Balanced Scorecard, Process Mapping with Internal Control Mechanism, Standard Operating Procedures, Service Level Agreements for a Luxury Tourism Product (A critical infrastructure for tourism of a State in Southern India)

The Client

A state level tourism department in the Southern state of India.

The Business Problem

The client wanted Haselfrë's help in crafting the Sustainable Balanced Scorecard, Business and Operational Strategy maps, Internal process mapping with internal control mechanism for efficient operation of the Luxury product, Standard operating procedures for effective delivery of services to the tourists and Service level agreements among all the value chain partners for the successful operations of the Luxury product. The client wanted Haselfrë to hand-hold in the implementation process of the strategy.

The Solution

Haselfrë has crafted all of them and is helping the organization to quickly implement the strategy, standards and good practices among their value chain partners for the successful operation of the luxury product and efficient delivery of all the services that will increase customer satisfaction.

The Outcomes

- Increased operational efficiency of the product.
- Increased market awareness of the product.
- Consistent Brand imaging.

Haselfrë mission

Our mission is "to promote balance between performance and conformance"

Contact Haselfrë

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