

# Case Study – Bulk Liquids

## Embedding Performance Improvement



**Embedding  
Performance  
Improvement  
at the core of  
the business**

### The Client :

Global specialist Tank Container Operator moving bulk liquid chemicals and foods in 3000+ Tank Containers, a significant share in the Oil & Gas sector and African & Caspian regions.

### The Challenge needing a Solution :

The Client was experiencing a number of challenges such as growth, systems implementations and organisational change. It had recently undergone a change of leadership with the appointment of a new Managing Director. A number of areas of improvement had been identified including a lack of Key Performance Indicators, no structured Business Performance Review process, a need to improve profitability, grow the people performance process and an organisation design that was no longer fit for purpose.

It had been concluded that the business did not have the skills, experience or resources to tackle and resolve.

### The Solution Delivered :

Over a 3 month Interim Assignment, working closely with the Managing Director & his team, a number of transformational activities were undertaken and implemented :-

- a new KPI suite
- a new Personnel Performance Process
- a monthly business performance review process
- a basic Sales funnel / lead tracking tool developed to monitor sales activity
- a restructured organisational design
- regional development project plan

### At a Glance :

**Sector :**  
Global Bulk  
Liquid Logistics

**Role :**  
Interim  
Business  
Performance  
Improvement  
Manager

**Duration :**  
3 Months

**Delivered :**  
KPI Suite  
Basic CRM Tool  
Objectives Tool  
Job Description  
Performance  
Review Process

### What the Client says :

"I knew the business needed to make a step change in its performance culture and tools but did not have the time or resource to develop in house, Clive provided a quick and focused Interim Management solution that is making a huge difference to the business."

- David Kew – Managing Director

### SPECIALIST EXPERTISE

Liquid Chemicals

Liquid Foods

Bulk Raw  
Materials

Minerals

Building Materials

Multimodal  
Logistics

Fleet Utilisation

UK, EU, Global

Procurement

### KEY TRANSFORMATION ACTIVITIES

Change Projects

Contract  
Management

Growth Planning

Restructuring

KPI Implementation

Performance  
Management

Continuous  
Improvement

Turnaround

Post Merger  
Integration

 /cliveoakley

 @cliveoakley