Case Study – Global oil and gas client

Stop hunting for data. Start using it

The Challenge

The client's wellbeing program generates a large volume of communications, performance reports and spreadsheets. Although valuable information exists, it was dispersed across multiple sources, making it difficult to connect day-to-day communication activity with broader program objectives. Meetings and discussions frequently shift between strategy and execution because the client lacked a single view of communication performance and priorities.

The Solution

I built (without a request from WebMD or the client) a centralized communications dashboard in **Smartsheet** that combined communications plans, performance metrics, reporting insights, and program objectives into one user-friendly environment. By creating a single source of truth, the client could easily move from high-level, strategic discussions to asking questions about detailed communication tactics. The client could compare performance trends and identify opportunities to optimize communications throughout the year.

The Outcome

The dashboard became a core decision-making tool that improved visibility across communications, reduced reliance on disconnected spreadsheets, and enabled more strategic and thoughtful discussions. By linking communication activities directly to program goals and business interests, the client gained a clearer understanding of program performance, stronger strategic alignment, and an improved ability to adjust tactics based on data and emerging business needs.