

Boosting Productivity by 65%: How Lord Abbett Streamlined Content Management with RocketDocs

Success Highlights

Productivity improved by 65%, with faster turnaround times, reduced SME reliance, and enhanced collaboration.

RocketDocs streamlined processes and reduced redundancies.

Company Snapshot

Industry

Financial Services

Company Size

501-1,000

Location

Jersey City, NJ



About

Lord Abbett is an independent, privately held, global asset manager and one of the oldest money management firms in the United States. They manage assets across a full range of U.S. mutual funds, UCITS funds, institutional and separately managed accounts for clients around the world.

Challenge

Lord Abbett's Messaging Team was facing a steady increase in the number and complexity of requests and were struggling to keep up, despite adding personnel and working longer hours. The team manager and content manager were continually being pulled in to help the team which resulted in delays in getting relevant content into the database and led to the team having to work from a database of outdated content.

Solution

RocketDocs conducted a robust end-to-end process analysis and identified several opportunities to remove single points of failure, reduce redundancies, and improve efficiency through training on platform functionality. As part of the training, the team collaborated with RocketDocs to craft a new, simplified process for adding content to the platform to ensure that their knowledge base remains compliant, up-to-date, and relevant.



Impact

By utilizing additional system functions, the team was able to streamline the DDQ process, thereby decreasing turnaround times and improving productivity. Additionally, reducing the lag between when content is written and when it is approved/put into the knowledge base reduced reliance on subject matter experts and improved overall team collaboration.

“*RocketDocs’ baseline discovery process and our continued partnership have contributed significantly to core strategic initiatives supporting production efficiency, marketing effectiveness, and client reporting.*”

-Mario Barbato, Chief Transformation Officer

Takeaways

Lord Abbett’s Messaging Team tackled the challenges of a growing workload and outdated content by collaborating with RocketDocs. Together, they optimized workflows, minimized redundancies, and enhanced platform training. This partnership led to better database compliance, faster turnaround times, and a 65% increase in productivity.