From project execution to impact: client feedback on delivered consulting projects

INTRODUCTION

This project addresses the need for a structured evaluation process at the end of client projects within Accenture Song. The main research question is the following:

"How can I design an evaluation tool for Accenture Song employees and their clients to ensure value delivery and client satisfaction after project delivery?"

The literature review reveals that post-project evaluations are often neglected in consulting due to the lack of integration into standard workflows. Consultancy firms typically focus on the project's scope, timelines, and budget, which are insufficient for comprehensive evaluation.

WHY SHOULD IT HAPPEN?

It is beneficial for Accenture Song to evaluate projects post-delivery with clients since it is a way to:
- learn for future project improvement
- create opportunities for follow-up projects
- benchmark projects within Accenture Song
- strengthen relationships with clients

WHY DOES IT NOT HAPPEN?

Current barriers towards post-project evaluation include:
- the absence of a standardised evaluation tool
- discomfort with giving critical feedback
- undocumented lessons
- difficulty in measuring data
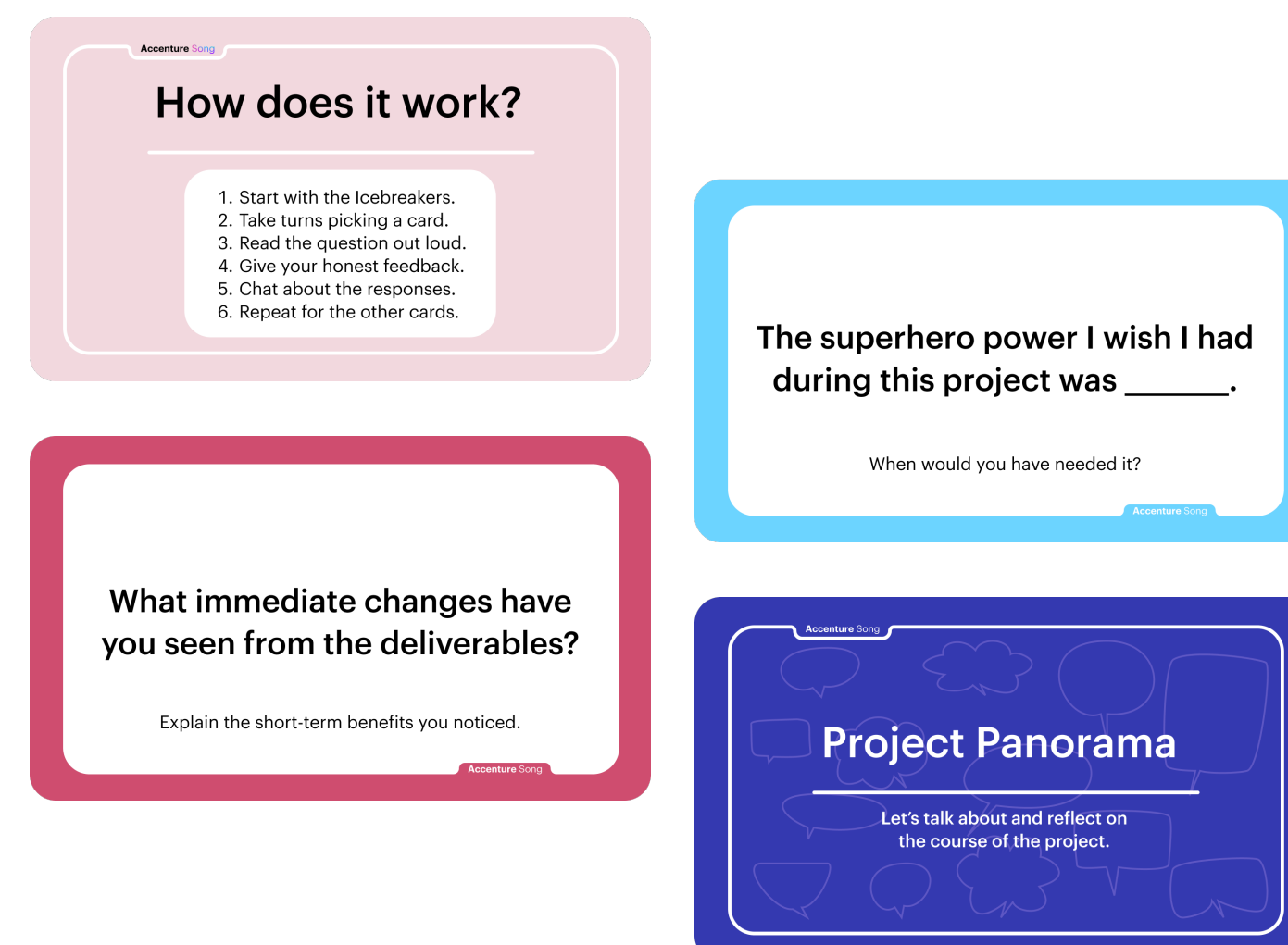- the diverse nature of projects

WHAT IS NEEDED FOR IT TO HAPPEN?

Preconditions for effective evaluation encompass:
- a trusting and transparent atmosphere
- standardised evaluation on different themes
- clarity on agreements from project's start
- integration of evaluation into the workflow

EVALUATION WORKSHOP

The designed solution is a face-to-face workshop with the project team and client. The workshop's participants use cards with questions as conversation starters and a survey to stimulate feedback sharing. Online templates are designed in which lessons can be written down to stimulate feedback capturing.
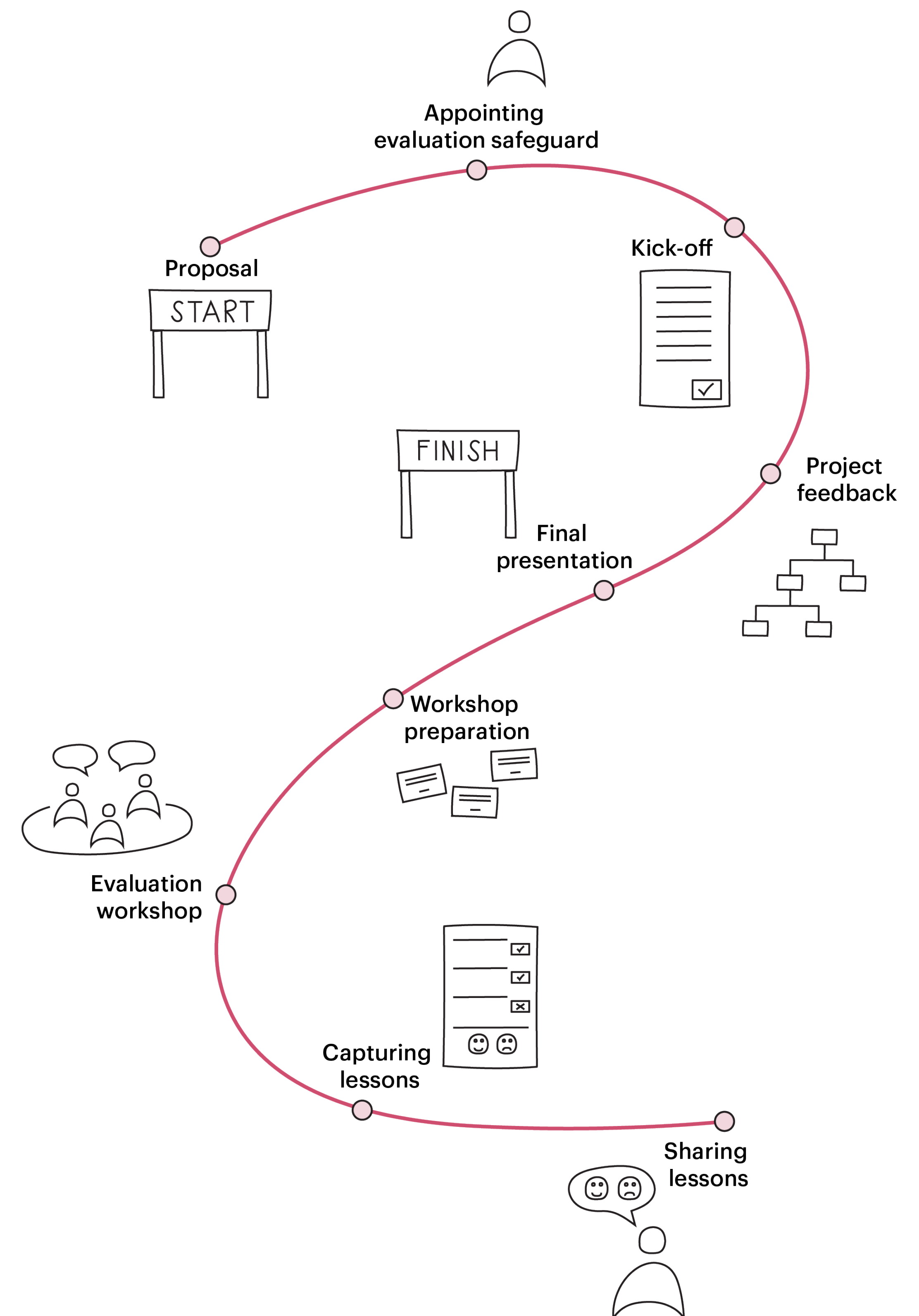
CONVERSATION CARDS

IMPLEMENTATION

A crucial part of this evaluation approach is the creation of a new task within project teams: the evaluation safeguard. This employee is responsible for keeping track of evaluation throughout and after the project, and for facilitating the workshop. It is recommended to start with a six-month trial, during which evaluation safeguards are appointed to projects and evaluation workshops are performed.

The new post-project evaluation approach will stimulate feedback gathering and capturing to learn for the future!

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