

# Driving Customer Retention and Project Success Through Professionalisation

---

Written by  
David Deegan

Designed by  
Zoe Lynch

Atos





# Executive Summary

Atos deliver digital transformations, and project failure is costly. Successful mergers and acquisitions brought differing company-specific standards. Their career framework lacked globally-standard development for aspiring programme managers.

### The Challenge

To set global standards, complete career pathways, reduce project failure and improve customer retention.

Cranfield, who brought unique research, “Design4impact” and innovative Grounded

Experiential Learning, engaged with Atos to design and deliver a 3-module learning journey aligned to Atos’ reality.

### Impact

Long-term evaluation results demonstrating high adoption of key behaviours driving organisational change.

A career-defining programme recognised Atos-wide as a mark of proficiency and credibility.

