

Solutions for Good | Impact Portfolio

Case studies from Donna Martino's corporate career — expertise now applied through Solutions for Good.

Introduction

Before founding Solutions for Good, Donna Martino led large-scale transformation initiatives during her corporate career. These eight stories highlight measurable results across AI, automation, customer experience, compliance, data and culture — expertise she now applies to help purpose-driven organizations grow, scale and modernize.

Custom Solutions, Lasting Impact.

Applying AI to Transform

Challenge:

In her corporate career, Donna led efforts to modernize call center servicing and operations that were limited by outdated human-centered monitoring and inconsistent performance. These inefficiencies drove costs up and limited customer satisfaction.

Approach:

Donna introduced a scalable, AI-driven conversational analytics solution across multiple product lines. She retired costly third-party monitoring, embedded compliance into the design and worked cross-functionally with risk, IT, legal and security teams to ensure policy compliances and expand quality monitoring coverage.

Results:

- Reduced average handle time, increasing both efficiency and customer satisfaction.
- Delivered significant Opex savings by eliminating third-party systems.
- Achieved best-ever peak seasonal performance without adding staff.
- Improved NPS and reduced repeat contacts through better insight.

How this expertise applies today: Donna applies these same AI/ML and modernization skills to help purpose-driven organizations find practical, measurable ways to leverage technology for growth. It's important not to use AI for its own sake but to find the best fit, highest value applications for it. Donna can help.

Unlocking 73,000 Hours through Automation

Challenge:

Facing increasing operational complexity and cost pressure, Donna's corporate organization needed to scale automation and analytics capabilities. The goals: unlock efficiencies, reduce losses and create space for employees to focus on higher-value work — all while building a diverse pipeline of future leaders.

Approach:

Donna expanded and matured the Process Automation & Advanced Analytics team, setting ambitious efficiency goals while redesigning roles and structures to strengthen expertise. Her team delivered robotic process automation (RPA) and analytics solutions across servicing operations, while also bringing in early-in-career talent and repositioning existing roles into larger-scope positions.

Results:

- Automation output exceeded targets by 45%, driving significant efficiency gains.
- 73,000+ hours saved annually.
- Losses reduced by tens of millions through smarter process controls and analytics.
- Engagement scores benchmarked above average, with leadership rated 90+ out of 100.

How this expertise applies today: Donna now helps clients design automation strategies tailored to their unique missions — unlocking efficiency while building future-ready teams.

Big Data Accuracy & Customer Trust

Challenge:

Customer install base data was inaccurate and incomplete, eroding trust and making it difficult to drive adoption, renewals and service delivery especially with Global & Enterprise customers.

Approach:

Donna initiated a co-development proof of concept (POC) with one of the company's largest customers, using an iterative approach that applied machine learning and validated improvements directly with customer feedback.

Results:

- 80% improvement in install base accuracy.
- Earned customer trust through transparency and collaboration.
- Recognized with a Chief Customer Office Innovation Award.

How this expertise applies today: Donna now applies her expertise in data accuracy, governance and customer trust drivers to help purpose-driven organizations strengthen the reliability of their data and build confidence with stakeholders.

CX by Design – Small Business Customer Journey

Challenge:

The small business segment was experiencing inconsistent handoffs between sales and post-sales, leading to friction and missed opportunities.

Approach:

Donna led a customer experience design program, applying design thinking to map outcomes and identify gaps. She organized workshops across teams, highlighted customer data needs and piloted dashboards to improve visibility into customer health.

Results:

- Delivered a clear CX roadmap with executive sponsorship.
- Identified gaps and piloted initiatives to address them.
- Improved sales visibility and set the foundation for scalable CX improvements.

How this expertise applies today: Donna brings design thinking and structured CX frameworks to organizations that want to better understand, serve and grow their customer base.

Data Governance & Cross-Business Alignment

Challenge:

Person data — critical for sales, services, marketing and cloud — was fragmented across multiple systems. This created governance risks and hindered customer privacy and analytics.

Approach:

Donna built a cross-business governance team, introduced agile prioritization and secured alignment from diverse stakeholders. She developed a business case balancing customer privacy with data utility, ensuring governance priorities were actionable and transparent.

Results:

- Established governance structures across multiple business units.
- Prioritized high-value use cases (online personalization, sales analytics, cloud services).
- Elevated privacy as a core principle.

How this expertise applies today: Donna helps organizations design data governance frameworks that unlock value while protecting customer trust.

Shifting teams from Fragmented to Cohesive

Challenge:

A large-scale operations team had been shaped by multiple prior leaders, leaving roles unclear and engagement uneven. Leadership needed to align the team to a common vision, strengthen skills and build a pipeline of future talent — without adding headcount.

Approach:

Donna led an organizational redesign that clarified roles, streamlined accountability and created opportunities for career advancement. She paired structural changes with a focus on culture and talent development, including repositioning roles into larger-scoped positions, adding university hires and introducing rotational programs.

Results:

- Team members advanced into expanded and better-fit roles.
- Engagement scores soared, with leadership effectiveness rated 90+ out of 100.
- Built a diverse and skilled pipeline of future leaders.

How this expertise applies today: Donna helps clients strengthen their organizations through structural clarity, talent development and leadership alignment.

Growing Community, Driving Inclusion

Challenge:

An employee resource group (ERG) designed to support work-life balance had declining visibility and engagement.

Approach:

As chapter lead, Donna rebuilt the ERG's leadership structure and introduced engaging, relevant programming for employees across multiple regions. She also partnered with nonprofits for volunteer opportunities, bringing visibility and purpose to the group.

Results:

- Membership grew from 708 to 1,153 in one year (a 60% increase).
- Over 650 community members supported through volunteer initiatives.
- The ERG re-emerged as a valued part of company culture, advancing inclusion and engagement.

How this expertise applies today: Donna helps purpose driven organizations design programs that grow engagement and strengthen culture from the inside out.

Turning Regulation into Opportunity

Challenge:

A new regulatory requirement posed significant operational risk for Donna's corporate organization. The company needed to comply without slowing modernization efforts, while also strengthening fraud protection in a rapidly evolving environment.

Approach:

Donna reframed compliance from a burden into an accelerator for digital transformation. She partnered cross-functionally to align regulatory readiness with modernization and customer experience improvements, including fraud detection enhancements and quick tech fixes (two-factor authentication, PinDrop assessments, bot support for password resets).

Results:

- Reduced compliance incidents by two-thirds (6 down to 2).
- Improved fraud resilience and digital experience.
- Positioned compliance as a strategic enabler rather than a constraint.

How this expertise applies today: Donna now helps organizations turn governance and compliance into opportunities for modernization and trust-building.



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Custom Solutions. Lasting Impact.

Closing

Let's build your story of impact. From corporate-scale transformation to purpose-driven growth, Solutions for Good delivers custom solutions with lasting impact.

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