



Customer Success Story

Seamless collaboration saves time and enhances working process



Business:

With customer satisfaction as their goal, Cook Storage offers the highest quality self-storage facilities and space planning.

Challenge:

Accurate, fast and secure communication to run a facility of 10 buildings and a team separated by 2,500 miles.

Solution:

Even unskilled computer users become involved in the process and can respond to queries promptly.

Result:

For hundreds of customers, no delays occur, thanks to the simplicity and agility of Wrike.

Cook Storage is a small team operating in the U.S. and Canada. Travel to and from each location is expensive, so the company depends on prompt and secure communications about tasks and processes. “We tried using MS Outlook’s Task feature, but it required a lot of training for inexperienced computer users, and the Task list crashed from time to time after updates. After lots of frustration over three years, we found Wrike,” said John Gabaldon, managing partner of Cook Storage.

They keep track of tasks in many areas from finance to facility maintenance. In Wrike it is very easy to do. Cook Storage team members create tasks from MS Outlook by adding wrike@wrike.com to the e-mail recipients. Then they can go to www.wrike.com, check up-to-date status information and collaborate with each other.

“Because it’s simple for users, I encourage the team members to periodically enter their progress and whenever they come to a block, to reassign the task. There is no complexity or bureaucracy. Since we can access Wrike from a computer, this saves us a lot of time. It also reduces the number of errors we make,” explained John.

“We assign tasks on critical issues, e.g. those connected with logistics or customer satisfaction, in Wrike to inform everyone on the team of the urgent matter,” John pointed out. Wrike gives John confidence that across an entire continent each team member immediately sees the current status and can proceed with tasks at once.

“Our miscommunication rate has dramatically decreased,” summarized John. Wrike is so easy to use that everyone on Cook Storage team intuitively understood the working process. It takes minutes to get started with assigning tasks in Wrike because it is so conveniently integrated with e-mail. Then people start to collaborate and quickly get involved. Since Wrike is Web-based, it is ubiquitous. So John’s team started to contribute not only from their workplaces, but from home as well. This is particularly helpful, since the business is separated between several locations and time zones.

“I highly recommend Wrike and encourage groups to simplify their work by improving communications. You just add wrike@wrike.com to e-mail, and Wrike keeps track of the task.

To me, the real beauty and powerful concept of Wrike is enabling us to monitor and modify the progression of work and tasks from inception to completion.

That’s really simple and at the same time really powerful. Wrike helps me to control the process and it lets our team collaborate. Wrike saved us time. But it also saved us money. We didn’t have to pay IT professionals for installation and maintenance. We use it online and pay as we go. I tried it for free and immediately felt that it saves a lot of time and returns control back to my hands.”

John Gabaldon, managing partner, Cook Storage