



Customer Success Story

Organized flow of miscellaneous jobs helps meet diverse client needs



Business:

SayitRight Marketing Solutions provides a full range of essential marketing services for small to mid-sized businesses.

The Challenge:

Organizing effective project workflow and provision agile response to clients.

Solution:

E-mail mess has been turned into structured, actionable tasks. Teams seamlessly collaborate on tasks in one place. Projects have been shared with clients.

The Result:

Saved hours on keeping track of project progress. Separate tasks and requests are not lost in e-mail anymore. Better client satisfaction, thanks to clear processes and ease of collaboration.



“ Having a busy marketing office means lots of miscellaneous jobs, plenty of clients and people who work with them. One of the toughest problems we face in our business is trying to control flow of work with customers’ inquiries. Wrike has made this job infinitely easier.

We made a conscious decision to avoid going “in and out” of projects decided to avoid fluctuating projects. We mandated that all the content we need to fulfill the order, whether it is graphics, Web production code or editorial copy, must be in hand before actual production. Wrike allowed us to get everything in one place, where we can track what is happening and when it needs to be done. All concerned SayitRight team members share the tasks online. Wrike helps them contribute their part of the job, discuss updates and easily delegate jobs.

Every member of SayitRight team performs complicated operations with many details to meet various clients’ needs. These needs may include research, printing marketing materials, production of videos, development and integration of advertising. In Wrike, all tasks are tagged and organized in groups by subject and client. It allows us to quickly check the status of diverse customer inquires.

While we had managed all projects within a Web site, it has been nearly impossible to make the working processes transparent for the clients. Nobody has time to log in, and we just got e-mails from everywhere. Our whole company was using Outlook Inbox as a To-Do list.

Wrike enabled us to share projects with customers without extra effort. Thanks to the notification function, now we spend zero time to communicate updates to clients. It saves us several man-hours per week, avoiding numerous calls and the embarrassment of including old content in e-mails.

Keeping all tasks in one place prevents us from missing deadlines and order details. It helps us handle requests of different sizes and profiles. Wrike lets me keep my fingers on the pulse of our business and understand where every project stands.

...Wrike saved the day! We share project progress with our clients and keep bugging them to provide what they need to without ten zillion phone calls!

We no longer get lost over what e-mail and documents came in last, avoiding wasted time.

The ability to print out a report for a client, or pass on a quick screenshot of the timeline, makes billing issues easier to explain. Kudo’s Wrike!”

Joseph Andrade, Owner at SayitRight Marketing Solutions