

Case study, London / Colchester - UK

"We began seeing results in the first five days"

Paul Coffey - Coast Digital

Overview

Established in 2002, Coast Digital is an independent digital agency, offering results-focused marketing to business clients. Their growing team of creative, technical and innovative marketing experts describe themselves as passionate about all things digital. They offer an award-winning blend of strategy, planning and creativity, resulting in fully managed and highly successful online marketing campaigns.

Coast Digital is an accredited partner with Google, MSN and Yahoo Search Marketing, a certified partner of Google Ad Words and an Adobe Hosting Partner.

A winner of the E-consultancy Award for Innovation in Online Retention, Coast Digital's work for clients regularly receives high profile press coverage, both in industry and sector publications, and national press. Coast Digital is a New Media Age UK Top 100 Interactive Agency, listed in The Sunday Times Microsoft Tech Track 100 and ranked in the Deloitte Technology Fast 50.

Location

London and Colchester, UK

Number of Employees

Thirty-six

Clients

Save the Children, Weight Watchers, Hilton, CapGemini, Wiltshire Farm Foods, Slendertone, The Wildlife Trust, National Computer Centre, Essex County Council

Results from Traffic

We have only been using Traffic for six weeks now but we began seeing results in the first five days. We are better organized, we are capturing our costs much more comprehensively and we have a window into the workings of our business that we never had before.

As the leader in this effort, I threw myself into the integration of Traffic into our business and I recommend the full immersion approach. The Sohmar trainers do an excellent job at teaching you how to use the software but you, as a manager, know the business best; you are in the best position to really understand how to use all of Traffic's power to greatest advantage.

Why Traffic?

For years, we used a project management system that was terrific if you were building a ship or a supermarket but left a lot to be desired when running a creative agency. We had to bolster our main system with several other programs, creating an IT patchwork that just was not effective enough.

When we made the decision to replace our "system," we established three very clear criteria. First and foremost, we wanted the system to make timekeeping easy and enjoyable, since 90% of our workforce would use the system for only that purpose. Second, we wanted to





keep our current accounting system in place; a new solution needed to integrate seamlessly with our Sage program. Finally, we would count as an added bonus any features that could help us manage our business better.

We quickly narrowed our choices to four vendors. Traffic had by far the most intuitive, friendly, and aesthetically pleasing timekeeping system. Moreover, Traffic does indeed integrate with Sage and offers you a variety of exciting features to support the business.

Implementation went very well. We started by implementing the client/job management features so that our managers could get used to running jobs. We then added timekeeping for the entire staff. Breaking the implementation into these smaller steps and opting for additional training helped us to sail through the transition.

Day to Day

How does the staff feel about Traffic? Well, let me look around the room and ask the question. "Do you like Traffic?" I'm getting thumbs up and sometimes two thumbs up from everyone I am asking; that seems pretty good to me. Really, I think we hit the nail on the head when we decided to use Traffic. And for me as a manager? Well with five days of data in hand, I know which projects are falling behind schedule and I can tell how much unbillable time we recorded last week...and that is a huge help.

The Future

We are growing and Traffic will grow with us. I expect that Traffic will become the most important management tool we use.

Thanks to:

Paul Coffey, Production Director
Email: paul.coffey@coastdigital.co.uk
Coast Digital
Phone: 0845 450 2086

