

Case study, Portland, Maine – USA



“Because of Traffic, we are now more efficient, productive, and profitable.”

Dan St. Peter – Perry & Banks

Overview

Founded in 1989, Perry & Banks (PB) Integrated Sales & Marketing offers superior marketing communications services and highly effective contact center-based programs to B2B and B2C clients throughout the U.S. Cutting-edge technology combined with a uniquely talented staff allows the agency to offer a full range of services that help businesses get closer to the sale and a true R.O.I. Perry & Banks is headquartered in Portland, Maine, and has offices in Portland and New Castle, Maine, and a satellite office in Orlando, Florida.

Location

Portland, Maine - USA

Staff

Thirty Five

Clients include

Bank of America, Fleet Bank, Cellular One, AT&T, L.L. Bean, DeLorme, Advantage Payroll, Moosehead Furniture and Wright Express



Results from traffic

So far, our personal results have been astounding. Traffic streamlines and greatly improves our workflow and project communication, improves project management, enables better reporting and profit analysis, as well as allows us to communicate more efficiently with clients.

Our estimating and invoicing procedures are much more streamlined, and our time reporting and cost captures have been improved greatly. In real-time, we're now able to monitor productivity and profitability, and our scheduling and project deadline tracking is spot on. With Traffic, we haven't missed a single deadline





Why traffic?

It all came down to usability, cost, technology and functionality. After a competitive analysis of over 20 different software solutions, Traffic was the hands-down, clear-cut winner for us in all these areas. Its attractive user interface, technology, cross-platform application, comprehensive functionality and customizable features are superior to any of the other solutions we investigated. Traffic's integrated, enterprise-level workflow management has improved the efficiency of our operations, helping us track productivity and maximize profitability. On top of developing great software, Sohнар has been fantastic to work with — they are responsive, smart and really understand our business.

The bottom line

Because of Traffic, we are now more efficient, productive, and profitable. The reporting is outstanding, and everyone in the company uses the Traffic system daily. Traffic keeps every project on schedule, on budget, and on target. Every one of our team is aware of their role through each stage and task thanks to Traffic. Traffic is an integral part of our business because of the interface, how intuitive it is, its server/client model, and its estimating, scheduling and reporting features. In addition, Traffic's ability to integrate with our existing accounting system is very impressive. Overall, it's become an essential system, to our business.

Day to Day

We implement Traffic in our day-to-day operations in almost everything we do, including estimating, scheduling, enterprise-level calendar, planning, time and expense recording, project and job details, team and client communication. We record time, expenses,

purchase orders and all production and financial details related to any client, project and job in Traffic. At our daily production meetings, we use Traffic to generate a report, we call the "Hot List," which shows studio production activity, project details and deadlines, and time spent on a project. And at our management level, we use Traffic reports for analysing the sales pipeline, allocating resources, and analysing profitability by client, job, and staff.

The future

We have a slightly different and unique take on the traditional marketing and design firm. We actually do a lot of conventional marketing, but we also have an integrated sales and marketing team that assists our clients, which includes a second-division call center. We're now looking at Traffic's functionality to allow us to roll out a new reporting system on the call side, and we look forward to our CRM becoming even more robust thanks to Traffic. In addition, we use a lot of web-based communication currently in terms of project management with our clients and offsite creative professionals. We look forward to the near future, when Traffic implements its own web-based product and we can jump on board and take full advantage of Traffic's many diverse and growth-oriented features.

Thanks to

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