

GRANT DICKSON – Equator

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Overview

Equator, a full service marketing agency, gives its clients the tools to do business on the Web more successfully. Equator’s services include strategic consulting, website design, SEO and email marketing, media strategies and systems for managing customer relations, supply chain and documents and more.

Equator’s professional staff know that Internet business customers demand polished and productive communication. Using target audience-approved strategies, Equator transforms its clients’ websites into appealing, customized connections with their customers that support every aspect of business interaction.

Equator’s efforts place their clients’ high functioning websites within an overall Internet strategy that maximizes traffic, sales and satisfaction.

Location

Glasgow - UK

Staff

Forty-Two

Clients include

DFDS Seaways, Haven Holidays, Thompson AI Fresco, Budget Rent-A-Car, Ramada/Jarvis

Results from traffic

Our business is relatively young, only three years old and it has already doubled in size. Traffic has helped us manage this tremendous growth by giving us the systems and structure we need to build our business the right way the first time.

Using Traffic, we base client estimates on historic data, standardised into comprehensible profiles rather than guesswork or memory. Everyone on the staff can work with the easy-to-use system for inputting data, evaluating schedules and keeping projects on track.

The installation process helped us learn about our business and gave us the opportunity to establish very efficient systems for production scheduling and managing workflow.

For the first time we have the data we need to analyse our business and make adjustments to workloads and processes in real time then evaluate the effects of our decisions.



Case study, Glasgow - UK

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Why traffic?

We had been using a variety of methods for organising our work from simple electronic client records to whiteboards, time sheets and a tray system. We knew that we needed to manage workflow better so we went to the marketplace looking for a comprehensive solution.

After online research and face-to-face interviews with a short list of representatives from candidate systems, we knew that Traffic was the right choice for our business.

It’s clear that Traffic was built by people who understand how design agencies work and appreciate the need for systems to be not only effective but also appealing to the users. Designers can be a bit fussy about their work environment and Traffic suits their high expectations perfectly. Traffic’s presentation is colorful, logical and easy to learn. It presents an appealing balance of organisation and aesthetics.

Plus, the Traffic support team is right there, always improving the functionality, listening to your challenges and responding with innovation.

The bottom line

Now that we have access to excellent project information and staff productivity data, we can keep much better track of profit and expenses, all at the click of a button.

Traffic has allowed us to centralise many administrative functions; that streamlining makes us more efficient and able to do more work within our current staffing.

Day to Day

Our staff really appreciate Traffic’s ease of use. The fear factor associated with automating melted fast as people quickly learned how to input information as well as to use Traffic for accessing information about jobs. Although individual learning curves are different, Traffic makes it possible for every staff member to participate in managing office workflow from the moment they log onto the system; that’s very empowering.

Communication has also improved tremendously. The Traffic system allows for rapid input of new jobs, automated parsing of assignments onto people’s schedules and immediate feedback about workload. Impending workflow problems can be identified quickly so that we can make corrections before there’s

any impact on client deliverables.

As we hire new people, Traffic shows them “the Equator way” making orientation and integration simpler and more complete.

The future

We are still in the early stages of our experience with Traffic but we intend to use the system fully.

Equator will continue to grow and we look forward to using Traffic as our primary management support tool to ensure our business keeps operating at maximum effectiveness.

Thanks to

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