

MARK HOWARD – FST MARKETING COMMUNICATIONS



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Overview

Established in 1991, FST Marketing was launched initially as a traditional graphic design studio. To date, FST has evolved into a full-service multimedia communications studio and boasts clients all over the world. Specialising in all forms of marketing and promotion activities, FST is a growth-oriented firm that continues to please clients with their high level of service, unique approaches, and hands-on involvement with every account they take on.

Location

Marlow - UK

Staff

Twenty

Clients include

Avis
Visa
Rentokil Initial
Psion
Leaseplan
Galileo

Results from traffic

The crucial thing is time, really. Before Traffic we never really valued our time in terms of an organisational approach. Now, we definitely do. For example, prior to using Traffic we would track our jobs with manual timesheets. While we’d mark up the studio time precisely, we’d never take into consideration the account handling time; thus, it was free. Now, we’ve doubled our billable hours based on the time we’d “lost” before, in terms of account handling.

Traffic has given us a lot more discipline, and we can now monitor not only our billable hours, but how efficient our employees are in terms of work time. All in all, our ship is now run much tighter than it ever has been.



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Why traffic?

We explored several different options, but upon comparison we liked the Traffic system the best.

We loved the people at Sohnar and were attracted by the fact that the software could be slightly tailored to our individual needs.

Traffic, upon our investigation, had the best reputation and had clearly proven itself among competitors. It's such a great software system, very intuitive. And we're excited about using Traffic in the future, as right now we're only scraping the surface of what it can do for us and our company.

The bottom line

Our quotes are definitely more specific after implementing the Traffic system. In the past, our employees used to do quotes differently, without any real consistency, but that's all changed. We track our time better, and we're able to bill hours that were simply lost before we used Traffic to organise our accounts.

On the other hand, we found there were times we'd accidentally overcharged, before Traffic. Overall, it's just a much fairer system. We're happier, and we'd like to think our clients are happier, too. While it's difficult to quantify, it's clear to us that Traffic has more than paid for itself.

Day to Day

Traffic is truly vital to our day-to-day business now. Occasionally, our server will go down and we'll be left without access to the software for an hour or two. When that happens, people immediately put their heads up and complain, “Oh no, we can't get into Traffic.” We have a hard time working without it, that's for sure.

Traffic thoroughly runs our back office. Every employee fills out a timesheet daily, and nothing can be ordered through the company without a purchase order generated by Traffic. And in terms of accounting, Traffic dovetails in quite nicely with our existing accounting software. Our accountant simply imports reports from Traffic, and easily goes about her business from there.

The future

We're only scratching the surface with it right now, and the only features we're currently using are job costing, job orders, purchase orders, and timesheets. Next, we'll move into implementing the scheduling function. In the future, as we acquire more companies, we'll have them immediately entered into the Traffic system. We know it'll make things easier, much more organised, and consistent through any growth transition our company makes in the years to come.

Thanks to

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