

Case study, Portland, Maine - USA

DAN ST. PETER – PERRY & BANKS



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

Overview

Founded in 1989, Perry & Banks Integrated Sales & Marketing offers superior marketing communications services and highly effective contact center-based programs to B2B and B2C clients throughout the United States. Cutting-edge technology combined with a uniquely talented staff enables 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 Newcastle, Maine, and Orlando, Florida.

Location

Portland, Maine, USA

Staff

Thirty Five

Clients include

International Paper, L.L. Bean, Norway Savings Bank, Hussey Seating, Bank of America, DeLorne, Bluefly.com, Old Town Canoe, ABB Environmental.

Results from traffic

“Our results have been impressive,” says Dan St. Peter, Director of Digital Operations. “Traffic greatly improves our workflow, streamlining project communication, project management and communication with our clients and across the enterprise.”

Using Traffic, Perry & Banks is now able to monitor productivity and profitability in real-time, enabling better reporting and profit analysis, and keeping scheduling and project deadline tracking right on target. According to St Peter, “our estimating and invoicing procedures are much more efficient, and time reporting and cost captures are more accurate. With Traffic, we haven’t missed a single deadline.”



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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 Perry & Banks. Its attractive user interface, technology, cross-platform application, comprehensive functionality and customizable features are superior to any of the other solutions investigated.

Traffic’s integrated, enterprise-level workflow management has improved the efficiency of Perry & Banks’ operations, helping the agency track productivity and maximize profitability. “On top of developing great software, Sohnar has been fantastic to work with — they are responsive, smart and really understand our business,” says St. Peter.

The bottom line

“Because of Traffic, we are now more efficient, productive, and profitable,” he adds. “Everyone in the company uses the Traffic system daily. Traffic keeps every project on schedule, on budget, and on target. And the reporting is outstanding.”

Perry & Banks has made Traffic an integral part of our business because of its intuitive interface, its server/client model, and its estimating, scheduling and reporting features. In addition, Traffic’s ability to integrate with the agency’s accounting system is very impressive. “Overall, it’s become a system that’s essential to our business.”

Day to Day

Perry & Banks implements Traffic in almost all its day-to-day operations, including estimating, scheduling, enterprise-level calendar, planning and team and client communication. The staff records time, expenses, purchase orders and all production and financial details related to any client, project or job in Traffic. At daily production meetings, Traffic is used to generate a custom report showing studio production activity, project details, deadlines, and time spent on a project. And at the management

level, Traffic reports are used for analysing the sales pipeline, allocating resources, and analysing profitability by client, job, and staff.

The future

“Perry & Banks is different than traditional marketing and design firms,” St. Peter explains. “While we engage in conventional marketing, we also provide clients with integrated sales and marketing services that include our own in-house call center. We’re now looking at Traffic’s functionality for rolling out a new reporting system on the call side, and we anticipate our CRM becoming even more robust thanks to Traffic.”

St. Peter is also looking forward to the near future when Traffic integrates web-based communication into its core functionality. “We use a lot of web-based communication with clients and offsite creative professionals,” he says, “and plan to take full advantage of Traffic’s many growth-orientated and dynamic features.”

Thanks to

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