

# Learn How This Award-Winning Agency Saved 480 Hours A Year With Accelo

## Case Study Key Highlights



P4 Group is a fully integrated marketing and communications agency based in Australia. They offer a wide variety of expertise in several marketing disciplines, including public relations, communications, engagement, creative, and digital services.

### P4 Group's Challenge

The employees at P4 Group that found the tools they relied on prior to investing in Accelo required a lot of manual work. This led to hours of wasted time spent on administrative work. Additionally, this created a lack of efficiency and accuracy, particularly when it came to reporting hours spent on internal and external work.

## Benefits of Choosing Accelo

### 480 Hours Saved

Time spent on administrative tasks decreased from 50 to 10 hours per month.

### Higher Quality Work

Time saved is now spent on providing higher quality work to all customers

### Better Reporting

Improved accuracy when it comes to logging staff hours, client hours, agency hours and billings.

### Increased Confidence

Accelo provides a clear picture of the agency's performance, helping leadership make better, informed decisions for the business

"Accelo has also given us a much clearer picture of the agency's performance as a whole, meaning we've been able to make educated decisions about clients, staff, and the future direction of the business."

- Lauren Faulkner, Operations Director

## Before Accelo

P4 Group is an award-winning, fully integrated marketing and communications agency with over 25 years of experience. The Australia-based company has offices in Sydney, Brisbane and the Gold Coast and a team that offers a wide range of expertise in marketing disciplines such as public relations, communications, engagement, creative, and digital services. The company works with a wide range of clients in corporate, lifestyle, government, and non-profit sectors to deliver campaigns and strategic solutions that will drive greater profit. The team prides themselves on delivering quality work to their clients, but found that they had a lot to juggle in their day-to-day roles. It soon became clear that the team would need a system they could rely on to store and update pivotal company information - such as Projects, Reporting, and more - to help maintain the business. They did just that with Accelo, and soon exceeded their internal expectations with tightened operations, an increase to their bottom line and immediate visibility into the health of the business.

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## The Challenge:

Lauren Faulkner, the Operations Director at P4 Group, works to create, implement, and improve company processes and procedures to enhance client and staff retention. In addition to Lauren, the company relies heavily on the Group Account Director to manage the team workflows and forecasted earnings.

**“Before Accelo, our jobs were extremely manual,” Lauren said. “Both of our roles required hours of time on pulling reports, building out monthly workflows, and managing team member billings.”**

Internally, it was difficult to forecast accurately and on-time with their current toolset. The team also realized they needed a system that would allow them to retrospectively review the business and employee usage on a daily, monthly, or even quarterly basis.

**“Without a tool that could assist us with this, we didn’t have the information or transparency we needed to make educated decisions for our business,” Lauren said.**

Looking back, Lauren found that as a company, **50 hours were spent** on administrative tasks per month. Given her role, she averaged around **20 hours per month** on menial tasks - time that could have been spent on more meaningful work.

## The Solution:

P4’s team first heard about Accelo through a new employee. After being involved with implementing Accelo in a previous agency, she raved about her experience and the positive outcomes it brought. This glowing recommendation prompted this employee to work with the Group Account Director to present a short business case.

**“The decision was made almost on the spot,” Lauren said. “One of the reasons we looked favorably on Accelo is because we had someone in the business with experience using it. We also felt the customer service and sales experience was excellent.”**

Now that the company invested in a tool they were confident in, the implementation process moved forward. Due to Accelo's user-friendliness, the team was able to fully implement Accelo within two months. This was a major improvement as other systems can take anywhere between 8-9 months to get up and running. One of the highlights Lauren recalls on the implementation process was the ability of the Accelo expert to respond quickly and their willingness to work with the team to get everything up and running.

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## The Results:

P4 Group invested in Accelo in 2019, and since then, have only seen massive amounts of improvement in their operations processes. For one, time spent on administrative tasks has gone from **50 hours a month company-wide to 10 hours**. In one year, that's **480 hours** that can now be spent on bringing in new clients, strengthening current customer relationships, or internal projects that can help the business grow.

Time-tracking isn't the only feature the P4 team loves. There's a heavy reliance on other features such as the schedule dashboard, utilization dashboard, Profitability dashboard, Invoicing, and weekly timesheets to ensure business operations are running efficiently and smoothly. Though each of these features is used by different team members for different reasons, it's all for the same one single goal: to provide quality work to their customers. In Lauren's role specifically, she now has more time to spend on developing strategic plans for the company - which is what she's there to do.

**“My teammates have the ability to put more time toward actionable, billable work that will ultimately improve our bottom line,” Lauren said. “Accelo has also given us a much clearer picture of the agency's performance as a whole, meaning we've been able to make educated decisions about clients, staff, and the future direction of the business.”**