Pearl Marketing Group Increases Utilization by 25% with Mavenlink

+ PEARL COMPANIES

THE PEARL MARKETING GROUP STORY

Headquartered in the heart of Illinois, Pearl Companies was founded in 1954 by Jack Pearl

Jack Pearl's vision was to build an organization that provides world-class service within an industry traditionally lacking a personal touch: insurance. More than 60 years later, the Pearl brand has evolved into a multifaceted enterprise, including branches specializing in insurance, technology, automotive sales, and more.

An in-house marketing team serves this group of companies, functioning as an internal agency. They handle dozens of interconnected requests on a weekly basis, including projects requiring advertising strategy, copy, design, digital analytics, and many other campaign components. Pearl Marketing Group takes on approximately 120 new projects every month, each with varying levels of complexity.

INDUSTRY

Marketing | Insurance, Auto, Technology, and more

COMPANY

Pearl Companies

SIZE

100-500 employees

WHAT MAVENLINK CONSOLIDATED

Harvest, spreadsheets, paper requests

BENEFITS

· Increased utilization 25%

· Consolidated from 3 systems to 1

· Achieved clear view of departmental workload and capacity

FIG 2.

Gantt Charts

Mavenlink's Gantt chart view instantly gives the Pearl Marketing Group a real-time status report of all ongoing projects, as well as each job's level of complexity. With this view, executive leaders know the exact status of any given project.

With the click of a button, they can see through an intuitive color-coding system which individual tasks are complete, started, or not yet begun. This enables any timeline issues to be identified at a glance, allowing for immediate course correction to ensure deadlines are met.
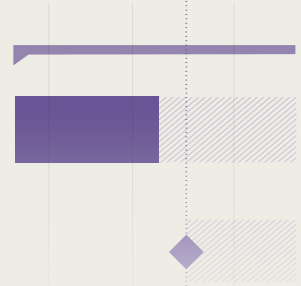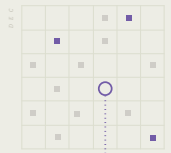
"We're growing at a rapid rate," Marketing and Communications Deployment Manager Dave Bland said. "It's exciting to work for a company like this. At the same time, we've found that growth creates challenges. To continue with our pace, we needed a new approach."

To jumpstart this new approach, the team partnered with Mavenlink. Since implementing Mavenlink throughout their department, there has been an overall team utilization increase of 25%. With all of their projects' milestones being routed through a single program, significant amounts of time were suddenly free to spend on further creation and refinement for this department's many award-winning marketing campaigns.

FROM THE SOURCE

"Mavenlink has completely transformed how we manage our department's workflow.

We've received a great deal of positive feedback about our higher levels of organization."

– Ben White,
Marketing Production Specialist

THE CHALLENGE

No Visibility into Workload and Capacity

Pearl Companies hired Ben White to oversee and unify processes so the marketing group could scale up to meet their increasing demands. White, who had used Mavenlink at his previous company, instantly recognized the need for a better tracking system. "I immediately started thinking of Mavenlink," White said.

"We can now see a clear path thanks to the increased accuracy of our work capacity views. This allows us to better estimate personnel needs."

THE SWITCH TO MAVENLINK

Improving Time to Market by Automating Project Workflows

Pearl Companies had its web developers connect Mavenlink, via API, to a custom web form. This internal form lets anyone within the company automatically request and create a project in Mavenlink, greatly reducing the time-consuming manual project kick-off coordination and back-and-forth project scoping. Additionally, White built custom Mavenlink templates that preemptively define the workflow and resources needed on a per project basis. These templates automate project creation and resource allocation, eliminating large swaths of setup time. Finally, thanks to Gantt charts being outfitted with dependency systems and automatic triggers, Mavenlink organically pushes each step of the critical project completion path at the appropriate time.

Utilization Reports Offer Crucial Visibility into Capacity

Bland and White began training their team to track within Mavenlink all time spent working on a project—allowing them to see a more complete picture of capacity needs. "We're getting closer to resource scheduling from that 30,000-foot view," White said. "We're continually obtaining more reliable, predictive data to answer our capacity question. That's been a primary goal all along."

FROM THE SOURCE

"Mavenlink is really great with how Gantt charts are implemented.

Once one element for a project is completed, the person responsible for the next component is alerted through the task dependency system.

This has helped to significantly automate our workflow."

– Bland

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THE RESULTS

Increased Utilization by 25%, Automated Workflows, and Significantly Clearer Visibility

The average utilization rate across the Pearl Marketing Department has risen by upwards of 25%, with some individuals hitting over 90%. White and Bland expect the team's average utilization rate to hit a 60% benchmark by year's end.

Departmental workflows have been greatly streamlined, allowing for an environment of organized efficiency. The additional time Mavenlink has untangled from the web of project coordination is now being reinvested into improving current projects and tackling future ones.

The team has also deployed Mavenlink Insights to help them better understand group trends and accurately forecast resource needs.

BENEFITS

· Increased utilization 25%

· Consolidated from 3 systems to 1

· Achieved clear view of departmental workload and capacity

· Facilitated team members' task prioritization

· Automated communications to ensure proper workflow sequencing