

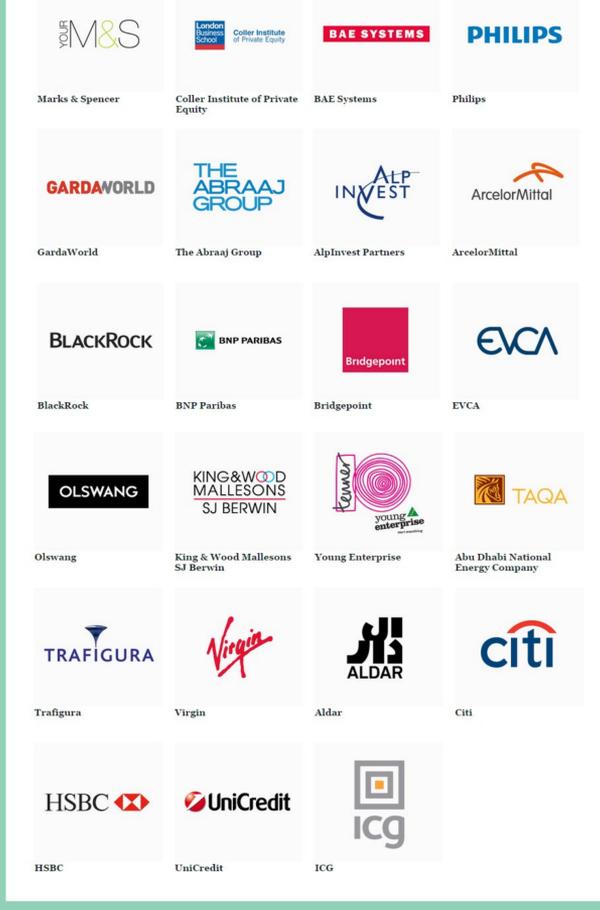
40-STRONG COMMUNICATIONS CONSULTANCY REDUCES OVER-SERVICING

Thank you to **David Ladds**, Director of Bladonmore, for his insights.

Bladonmore:

Bladonmore is a 40-strong communications agency with offices in London and Abu Dhabi.

Bladonmore clients



“We create compelling stories that bring our clients’ business strategy to life. This helps those clients connect and communicate with the people that matter most to them: their clients, investors and employees.”

‘In our organisation we believe in the **power of the story**. The skill is in grasping the client brand’s potential, crafting and distilling and tailoring and nuancing it to exactly the right audience and channel.’



Client work by Bladonmore

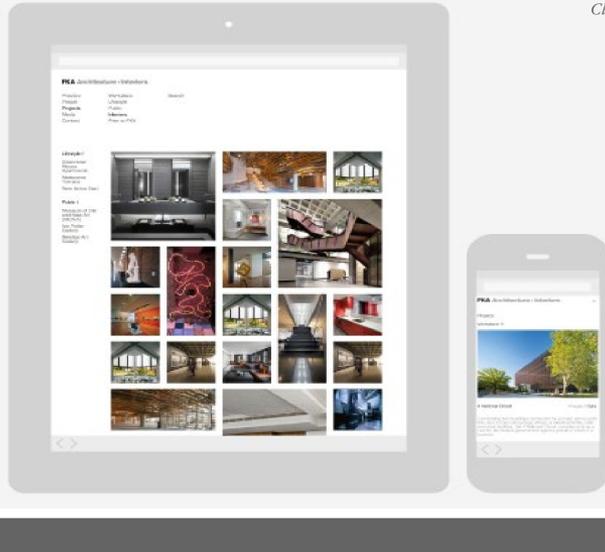
‘We employ more than 40 people - including strategists, designers, developers, filmmakers and coaches – who are working on a lot of very diverse projects at any one point in time. This can be quite daunting from a financial perspective.’

Client work by Bladonmore



‘So understanding just where our time is being spent is very important – both in terms of managing our business and serving our clients. Tracking this amount of data requires a non-trivial solution. My only regret is that we didn’t get to grips with this sooner.’

Client work by Bladonmore



OUR SEARCH FOR A SYSTEM

“We looked at **several different types of solutions** before we settled on Synergist. We now use Synergist for:

- Timesheets
- Reports
- Project tracking
- Sales and marketing
- Estimating
- Purchase orders
- Opportunity tracking
- Sales and supplier invoicing

“SYNERGIST HAS DELIVERED IN THESE AREAS FOR US...”

1 REDUCED OVER-SERVICING Over-servicing isn’t automatically wrong, but you need to know exactly where it’s going on.

2 BETTER CLIENT CONVERSATIONS The data that Synergist delivers allows us to have conversations with clients that we couldn’t have before. It’s the power of proof. With data in front of you, you can discuss the situation with clarity and confidence.

3 MORE INFORMED DECISIONS Every team member is constantly making decisions. Having all the facts brings a level of objectivity and clarity to decision-making that can be otherwise hard to achieve.

4 BETTER ESTIMATING We don’t need an estimating department, we need everyone to be given the tools and the data to estimate their projects accurately.

5 SCALABILITY Thoroughly understanding time and the value of time is key. For us to have scale we need to know exactly how we spend our time. It’s that simple.

“SYNERGIST GIVES US THE TOOLS TO UNDERSTAND HOW WE SPEND OUR TIME AND HOW OUR CLIENTS USE THAT TIME.”

Client work by Bladonmore



Implementation and consultation by

synergist



THE AGENCY WORKS

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