CASE STUDY

How Impression Uses Teamwork Projects as Their All-In-One Solution for Collaboration, Communication & Client Connection

"Teamwork has helped to make our team more efficient and more productive than ever before."

Laura Hampton is digital marketing manager at Impression, a leading digital marketing agency in Nottingham, UK. Their team of experts delivers SEO, pay per click management, content marketing, digital PR strategies and websites that grow businesses by significantly increasing customer engagement. In just a few years, they have attracted a worldwide following, and the team has grown from two members to 20+.

The Challenges

“Prior to using Teamwork Projects, we used a tool called Basecamp which, for a long time, served all of our purposes. However, through various updates to their UI and fundamental changes to how their system worked, we began to find it less useful for the way we work. While it suited our needs initially, we didn’t get on with
The Solution

“The Solution offered a slick UI with combined functionality that would reduce the total number of tools we use as a business.”

The greatest advantage that Impression found with Teamwork was one-stop organization: all of the tools they needed were packaged together in one system. Task and project management, time-tracking, real-time messaging, and project reporting were included, removing the need for additional tools.

“For our industry in particular, there’s a great deal of reliance on tools. Teamwork.com presented a way to roll some of these tools up together in one place, and that was highly appealing for us as a digital marketing agency.”

Today, the Impression team has several favorite features in Teamwork Projects. They find the precision of the time tracking feature particularly useful, giving them the ability to see time spent on individual tasks and allowing them to generate accurate timeline estimates for future projects. Using the software suite from Teamwork is saving Impression a great deal of time that was previously wasted as they patched together various software solutions to help manage their workload.

“The time tracking tool was particularly interesting to us, and since moving onto the platform we have also stopped using Google Hangouts in favor of Teamwork Chat.”

Not only does Teamwork help streamline workflows and simplify processes, it also enables the team at Impression to give clients visibility on projects, resulting in smooth collaboration.
“For us, choosing Teamwork Projects was all about the user experience. We use our project management tool internally as a team but also with our external clients—so it’s important the tool we use reflects well on us as a business.”

**Results**

The Impression team is now more focused and workflows are streamlined due to the combination of features in Teamwork Projects. Impression reports noticeable improvements in efficiency and productivity after their adoption of Teamwork Projects, but they’re not the only ones who have been won over. Laura says that the company’s clients have been equally impressed by Teamwork Projects as they check in on the progress of their projects.

“Our clients have all responded very positively, and our team is working more efficiently than ever due to the Teamwork’s easy-to-use UI and the additional functionality like start dates for tasks, predicted time estimates and Gantt charts.”

The cost savings have also been a plus for Impression. Switching to Teamwork has allowed the company to reduce costs by eliminating subscriptions for various other apps as Teamwork combines the features of multiple apps into one platform.

“The in-built tools of time tracking in Teamwork Projects and the Teamwork Chat app have enabled us to cancel our subscriptions with other, separate solutions, and to roll up our requirements into one tool. We’ve also gotten a lot of praise for Teamwork Projects from clients, who use the tool to review progress and communicate with our team. We wouldn’t hesitate to recommend it to anyone.”