The Company

Ireland Website Design was created by Nick Butler in 2010. Nick and his team use their knowledge, business expertise, and passion for covering every aspect of their clients’ online presence – web design, graphic design, web development, mobile app development, search engine optimisation services, blogging and copywriting. The perfect balance of creativity and strategy.

Ireland Website Design is a full service digital agency with that personal touch. Their trademark is to create every client’s website to be unique, search engine-friendly, and engaging, while maximizing click-through rates, sales conversions, and return on investment. Collaborating with the country’s top graphic designers, SEO specialists and marketing professionals, Ireland Website Design is now one of Ireland’s most respected and well established I.T. companies.

The Challenge

With a team comprised of many team members with their own specialities and skill sets, they began to use Teamwork Projects to streamline and optimize their internal processes and external output when the agency entered a growth phase.

Nick Butler, the CEO, needed a platform that would organize the company’s new and existing projects and tasks so they could be viewed and addressed as a team. The company needed to address these core issues and common industry pains:

- Visibility and access
- Assigning tasks to team members for accountability
- Ensuring that no project elements are missed/forgotten
- The ability to stay updated when working remotely
- Transparency
- Work and process quality
- Itemized and systemized workflows

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The Solution

After extensive research, Ireland Website Design brought Teamwork Projects on board with their team. What initially began as a quest to utilize project management software, quickly began to reap many other benefits for the company. Here are the five main benefits:

Visibility and Access

Nick can see at a glance what each individual team member is working on at any given time and observe notes and comments between the team and clients. He does not have to check in with each team member and with each project respectively for status updates because Teamwork Projects presents all of this to him. By outsourcing this element to the Teamwork.com software, he is able to spend more time generating and nurturing leads, tweaking and perfecting their sales and marketing funnel, traveling to meet industry peers and potential clients, and more. Additionally, having access to Teamwork Projects on his laptop and on his mobile device, in its app form, meant that he is never really away from being on the pulse of the action of the goings on at Ireland Website Design.

Solving Industry Pains

Integrating Teamwork Projects with their internal process helped them alleviate common industry pains, including:

• Assigning tasks for accountability
  The company embraces the feature to have a notification email sent to the corresponding team member when a task is assigned to them. This creates a tangible ‘paper trail’ showing who is responsible for what and when it was assigned to them, as well as any related comments, time logged, or completed subtasks.

• Ensuring that no elements of projects were missed/forgotten about
  Some tasks can be as big as an entire project, which makes it important to have the tasks within a larger project scope itemized with step-by-step stages, due dates, and detailed descriptions. Other smaller and singular one-off tasks are equally accounted. This itemization means that it is very hard for a task or activity, regardless of size, to slip through the net. With each task assigned, it has to be marked as completed when done, and because of this anything that is outstanding is instantly visible as it remains in the incomplete status.

• Ability to stay updated with work and projects when out of the office or working remotely
  The use of time logs per project and per task means when a client queries how long was spent on their website build or logo design, the company can show them the exact time and dates on which specific project tasks was actioned and how long it took to complete. Team members can set a timer on Teamwork Projects and stop it once the task is complete, saving a time and date stamp. That time log data can also be used for internal review or payroll.

Transparency

Teamwork Projects provides a sense of transparency for both internal team members and external clients. Even after a full project is completed, the activity logs and notes recorded throughout the duration of the project are stored. They can view and access any project-specific information whenever needed. Additionally, the project manager can plan what resources will be needed going forward and if additional team members are needed to meet the impending workload.
Work and Process Quality

Since adopting the use of Teamwork Projects, Ireland Website Design noticed an increase in the quality of work thanks to the consistency and processes implemented. Teamwork Projects allows staff to monitor their procedures and checklists to ensure that every ‘box’ is ticked. The scalable and repeatable process now helps to deter errors and retain consistency. Team meetings are easier with the entire team well versed in what is happening with the company, project stages, and the relevant steps to have a productive working day.

Itemized and Systemized Workflows

One of the major advantages of Teamwork Projects is how a business can create itemized and systemized work processes. This has led to a noticeable increase in time management and professional work quality. As an added bonus, they have also noticed an increase in the amount of referrals to Ireland Website Design. This demonstrates that having a tangible system for task management in place is being noticed by clients in terms of work quality. The result is that clients confidently refer them on to others.

IN THEIR WORDS

“Teamwork Projects has seen a massive beneficial impact here at Ireland Website Design. I simply cannot envision returning to a time without it for the very real fear of losing the professional traction and growth that we have made. It is an essential tool for any modern business looking for a simple and effective task and project management platform that will not let them down.”

“By using Teamwork Projects, I can see at a glance what each individual team member is working on at any given time. In tandem with this, I can also view any comments or notes between the team and respective clients.”

“Regardless of where I was, or what I was doing, having Teamwork Projects on my laptop or mobile device in its app form meant that I was never really away from being on the pulse of the action of the goings on at Ireland Website Design.”

“Teamwork Projects offers a safety net in that staff can monitor their procedures and checklists to ensure that every ‘box’ is ticked. There is now a scalable and repeatable process in use to deter error and retain consistency. We have found it much easier to hold team meetings as everybody is versed in and included on what is happening with the company, what stages projects are at and what the relevant steps are to have a productive working day.”

- Nick Butler, CEO, Ireland Website Design