

Case Study: The Seattle Times

Operations and Workflow

Advertising Department Adopts Sales Logix

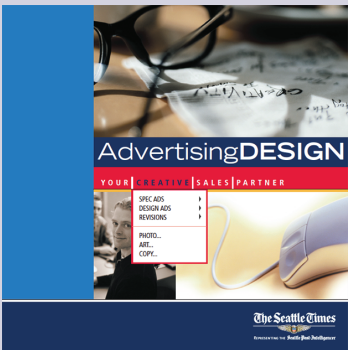
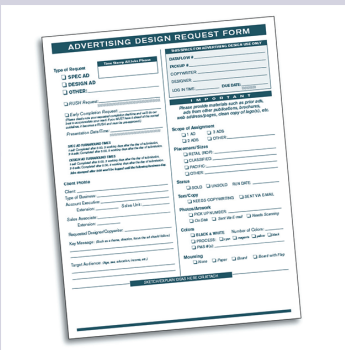
33%
Increased
Production

25%
Efficiency
Gained

90
Days Start
to Launch

16%
Increase
in Rev

Advertising Design services intake process was being managed offline, via spreadsheets and a traffic coordinator, making it cumbersome to assign and track work resulting in inefficiencies, unreliable production data and potential for more errors and mistakes.



2005											
Cassie						Chad					
	Int	Std	Rev	Int	Std	Rev	Int	Std	Rev	Int	Std
Dec	45	29	\$ 90,887.00	24	21	\$ 55,689.00	31				
Nov	20	8	\$ 5,418.00	29	20	\$ 102,335.00	31				
Oct	0	0	\$ -	26	18	\$ 112,904.00	44				
Sep	0	0	\$ -	24	10	\$ 15,454.00	26				
Aug	0	0	\$ -	22	19	\$ 40,840.00	14				
Jul	0	0	\$ -	47	14	\$ 25,209.00	27				
Jun	0	0	\$ -	41	34	\$ 49,499.00	42				
May	0	0	\$ -	33	17	\$ 29,597.00	9				
Apr	0	0	\$ -	51	29	\$ 33,141.00	57				
Mar	0	0	\$ -	43	5	\$ 3,825.00	5				
Feb	0	0	\$ -	28	16	\$ 23,327.00	34				
Jan	0	0	\$ -	37	28	\$ 37,437.00	36				
YTD	65	37	\$ 96,305.00	405	231	\$ 529,257.00	42				
11.3 Designers											
AVERAGES											
Rev / Designer										\$ 702,392.48	
Intake / Designer										480	
Sold / Designer										258	

Process – Audited workflow for all users including design staff, sales, and production teams. Tested user-experience with select user-base through real-time scenarios. Gathered feedback to produce Beta version. Preempted launch with training. Developed over a period of 90 days and launched to 95+ users.

Solution – Worked with production services, the sales team, IT and Sales Logix application vendor to customize a front-end intake solution as an add-on to the departments CRM system. Customized multi-user, easy to use interface to simplify the intake process and improve workflow efficiency. Enabled custom reporting.

Measurement – Sales staff able to submit POs electronically improving work-efficiency by 25%. Traffic Coordinator more easily able to retrieve and process requests from digital repository, assign tasks and track outcomes. Increased capacity to process jobs by 33%, from 24 to 36 requests daily, resulting in an increase of \$6.8 to \$7.9 million in rev.

Conclusion – The new workflow system enabled tracking of a variety of productivity and revenue data points allowing the department to set production goals. Now able to more easily track number of jobs completed and revenue attributed to each, revealing trends, and insights to hiring.

Chris Settle Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**