Perfecting the User Experience

Brands that design better customer experiences (CX) lead the world in business performance. AMP is a brand ecosystem agency that architects cohesive brand ecosystems and digital products that grow businesses. They partner with brands to craft the entire customer journey across digital and physical, infused with unmatched insights, proprietary data and targeting capabilities.

AMP Agency was established in Boston more than 20 years ago, beginning as an experiential agency targeting college-age audiences. Over the years, it has evolved to a full service digital agency with some of the world’s favorite brands as clients including Facebook, LinkedIn, Hasbro, Disney, Levi’s, Southwest Airlines, Amazon, and Toyota.
THE CHALLENGE

Lack of Quality Data to Make Smart Business Decisions

AMP worried about the timeliness of their reporting as they struggled to keep up with manual data entry from multiple systems. They were pulling data from a number of sources, and according to AMP EVP, Strategy and Operations, Ivan Todorov, the team was worried they “lacked the good data to make smart business decisions.” Multiple data sources made reporting a tedious process as “it took a long time to normalize and prepare the data, and there was a norm of ‘request-and-wait’ for reporting.” AMP was ready to streamline the reporting process so they could make more timely and informed decisions about the business.

AMP was also looking to streamline their staffing and resource decisions. Without visibility into real-time data, it was challenging to assign the best resources to delight our clients. The team felt that good and timely data could inform more strategic hiring and scheduling of resources. For example, AMP needed a tool that could help decide “When is it the right time to hire a full time employee versus utilize a freelancer?” Having insight from data would allow the team to make confident and proactive decisions about the business.

It was important for AMP to find a tool that lives in the cloud and provides the leadership team real-time access to the health of client portfolios and the business. According to Ivan, “The fact that Mavenlink lives in the cloud, makes the information accessible to leaders anywhere. We can look at the data and ask ourselves: Where did we go off on this project? Where did we underestimate? How can we do this better next time?” The AMP team wanted a single solution that could keep them updated on project statuses in real-time rather than having to go around to each individual team to get updates.

FROM THE SOURCE

“Before Mavenlink, it took a long time to normalize and prepare data so we can act quickly and decisively. We would make a request, then wait for the report to come back. Those days are long gone. Now we have actionable insight at our fingertips. It is a game-changer for any CEO.”

— Ivan Todorov, EVP, Strategy and Operations, AMP Agency
The Switch To Mavenlink

User Experience
The AMP team was immediately attracted to Mavenlink’s intuitive interface and great user-experience. Ivan was passionate about finding a tool that put the user at the center, as AMP prides itself on being dedicated to the entire customer experience. “As an agency known for crafting great customer experiences, I knew our employees would especially appreciate Mavenlink’s interface and user-experience.” Ivan saw other applications, but Mavenlink’s simple and easy-to-use interface really caught the team’s attention. “My first impression of Mavenlink was that it was as powerful as Microsoft Project, but not burdened by unnecessary complexity and with the invaluable benefit of great user experience, usability, and interface.”

Easy and Powerful Configurability
The level of customization available with Mavenlink was a huge selling point for the AMP team. “Before Mavenlink, we used Workamajig and other platforms. While other platforms sold a promise of customization and platform flexibility, such promises weren’t always kept.” With Mavenlink, AMP has been able to tailor the solution to facilitate their desired processes and capture key information to inform decisions.

Data Visualization
One of the major concerns for the AMP team was to improve reporting accuracy and they found that the data visualization aspect of Mavenlink was crucial. According to Ivan, “Many platforms present data that doesn’t tell a story, but not with Mavenlink. Any executive can look into Mavenlink’s Insights and make informed sound decisions. We have hundreds of projects and employees, and the ability to look at the same data across the entire business is critical.”

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The Results

Reduce Manual Labor on Reporting by Over 75%
AMP was driven to find a tool that would reduce the amount of manual time spent collecting data and compiling reports. According to Ivan, “Mavenlink’s BI and reporting features make the data easy to analyze. Now, executives can look at any of these dashboards and make timely decisions. When data visualization wasn’t there, we would rely on manual processes like exporting from excel or Workamajig. It was very painful. Today, we automatically have reports created and sent to executives each week.” This is one way that the team at AMP was able to reduce manual labor on reporting by over 75%. Ivan also mentions, “I don’t have to go to finance or operations to ask how we are doing. I log into Mavenlink and find out. Mavenlink is very empowering in that respect.”

Consistently Achieving 100% Billability Targets
With Mavenlink, AMP was able to make more informed and precise resourcing decisions. According to Ivan, “After Mavenlink, we constantly achieve 100% of our billability target across our teams.” With visibility into availability, skills, cost and bill rate data, AMP can now make proactive and calculated resource decisions. According to Ivan, “Mavenlink has really helped with the issue of resource juggling. As we learn how we are performing on a project level, we can dial in the teams so they can work in the most rewarding and efficient manner.”

More Profitable Staffing Decisions
Mavenlink not only helps AMP make more accurate resource decisions, it allows them to be more strategic in their hiring. Ivan shares that they use Mavenlink to decide when it is more profitable to “hire full time employees versus when it is more effective on margins to hire a freelancer.”

100% Adoption Rates Across Users
The modern platform, ease of use, and high-value project, task, and collaboration features in Mavenlink have driven quick user adoption of the solution. “We have gotten buy-in and adoption for Mavenlink because it is modern, fast, and it doesn’t scare the team. It feels like other web based tools the team uses today. The user interface, alongside great product design got our people excited for the change to Mavenlink.”