THE COMMONPLACES STORY

The Need for a More Agile Project Management Solution

CommonPlaces Interactive is an award-winning digital agency specializing in web development, inbound marketing, and online strategy. CommonPlaces combines first-class products and services with strategic planning experience and creativity to enhance their clients’ brands and success.

Prior to Mavenlink, CommonPlaces was using Active Collab as their main project management software tool. According to Kami Raleigh, Business Manager, CommonPlaces, “It was difficult to keep track of various tasks and developers complained a lot about the time tracking. It just wasn’t easy.” CommonPlaces needed a project management solution that was agile, easy to use, and met all of their requirements. Thus began the search for Mavenlink.

SUCCESS STORY

CommonPlaces Improves Employee Satisfaction 100% with Mavenlink

INDUSTRY
Marketing | Digital Agency

COMPANY
CommonPlaces Interactive Inc.

SIZE
11-50 Employees

WHAT MAVENLINK REPLACED
Active Collab, Email, Spreadsheets

BENEFITS
• Improved Team Collaboration
• 100% Improvement in Employee Satisfaction
• Enhanced Client Alignment and Communications
• Newfound Visibility Into Project Details
THE SWITCH TO MAVENLINK

Robust Integration Capabilities

When looking for a new solution, CommonPlaces had a number of requirements. They wanted the ability to track fixed-fee versus time and materials projects, collaborate across subtasks, monitor budgets versus actuals, and prioritize tasks. They were also looking for more robust financial reporting. Not to mention, the team needed a solution that would integrate with the following: QuickBooks, Google Docs, IM (Slack/Skype/Hangouts), Beanstalk, and Salesforce. Ultimately, the team at CommonPlaces realized that Mavenlink was the tool for them—it had all the features they were looking for, along with critical integration capabilities required for success. The hunt for a project and resource management solution was over.

Ease of Adoption

According to Kami, a huge plus about Mavenlink was the ability to invite a client into the workspace. This added visibility was just another reason CommonPlaces chose Mavenlink as a solution. The team considered other applications but according to Michael Reich, COO, CommonPlaces, “We were impressed with the user experience, the mobile capability, and the time entry capabilities especially.” Kami also notes, “We were initially impressed with the user interface. We thought that, from a client perspective, it just looked really professional and clean.”

FROM THE SOURCE

“There was a 100% increase in employee satisfaction after Mavenlink, which has improved collaboration and company culture.”

– Kendra Bassi, Director of Client Success, CommonPlaces

FAVORITE MAVENLINK FEATURE

Time Tracking

CommonPlaces enjoyed the ease of the time tracking capabilities in Mavenlink, according to Kami Raleigh, Business Manager, CommonPlaces; “Time tracking was easy in Mavenlink. We noticed a big difference. The developers were much more happy.” Additionally, the financial reporting in Mavenlink is a team favorite.
Employee Satisfaction
CommonPlaces has noticed an increase in employee satisfaction following the adoption of Mavenlink due to the “ease of use for the development staff.” According to Kendra Bassi, Director of Client Success, “There was a 100% increase in employee satisfaction after Mavenlink, which has improved collaboration and company culture.”

Enhanced Client Communication
Kendra also notes the enhanced communication with clients. “It’s really nice that all the information is right there, in one place. It really improves collaboration with clients. We are able to pull and send out weekly reports and Mavenlink provides the tools that encourage open communication. It has really improved our relationships with clients.”

Visibility Into Project Health
According to Michael, Mavenlink has greatly improved visibility into the details of all projects. “The project details report has been one of the most useful reports in Mavenlink. Being able to see what tasks are running over, versus under, or what budget we have left against estimates has been invaluable.”