

CASE STUDY



Company:
LR&D
Location:
United Kingdom





CASE STUDY



OVERVIEW

About LR&D:

Langlois Robertshaw & Delbridge (LR&D) is a marketing communications agency formed by three ad agency professionals (with large UK agency experience). They are a small, lean company driven by a commitment to provide high quality marketing work that delivers results for their clients who are mostly operating within the Channel Islands.

Clients:

Aurigny.com (The Channel Island Airline), Sportingbet.com, Alliance Supermarkets, Wave telecom, Nordben, Samaritans

Location:

Guernsey, Channel Islands

Staff: 6

Tom Robertshaw
Managing Director



WHY LR&D NEEDED A SYSTEM

Whether you work in a large or small agency tight control of 3rd party costs, efficient working practices and real time reporting are essential to running a successful agency. LR&D knew very early on that they needed to install an integrated system to help them achieve this. Administration and process can often come second to creativity & client satisfaction when starting up a new agency, but Tom Robershaw, the Managing Director, knew they needed to ensure they had the right systems in place that would help them manage their business, reduce the manual administrative workload and give them the breathing space to concentrate on the important things – working with and winning new clients.

WHY PROAD?

The agency decided they wanted to work smarter as opposed to harder and after doing some research on the internet they came across PROAD's web page. "Although the system is suited to larger agencies, it is also

equally suited to smaller agencies.

PROAD's SBE module also has a full upgrade path, so we know that when we grow the business, PROAD will be able to grow with us."

"Also, the fact that it could be installed out of the box and initial training and set-up delivered direct over the internet meant that initial expenses were kept low. This was very important to us as a small start-up agency. It had all of the core functionality that we required, but at a fraction of the cost of most other packages that were on offer."

INSTALLATION AND TRAINING

"The installation process was very straightforward. A CD was sent in the post which we installed our end. Support talked us through every step, and training was delivered over the internet. This worked really well for us, as not only did it keep costs down, but also it meant we were able to split up the training rather than having us all sit down spending a whole day doing it. PROAD also provided us with a manual which was very useful and quite clear and easy to use. We've found the support team to be very helpful and extremely responsive. Any questions we did have were dealt with very quickly."

THE RESULTS

"PROAD allows us to easily enter our time, track costs against budgets, and invoice accordingly. And if we see that a job is going over budget, we are able to deal with cost issues as they arise rather than finding out that we lost money at the end of a project." Comments Tom Robertshaw.

"We have significantly reduced our administration time as well. We are able to produce estimates based on standard costs and to produce invoices from estimates with ease, meaning more time servicing clients and winning new business."

"We invoice jobs as they are completed, improving our cashflow position. Also, by creating a new business template estimate, pitching for new work has also become more efficient. We know that having just started using the system we are not using PROAD to its full potential yet. But the percentage of the system we have used has definitely saved us lots of time and money already".

