

Case study, Hastings - UK

FELIX LOZANO - WAVE



“Traffic’s clean, typographic and uncluttered design sets it apart from its competitors.”

Overview

Formed in 1987, Wave is a design agency that provides comprehensive professional creative services almost exclusively to the not-for-profit sector. Wave, already unusual as an agency operating as a cooperative venture, has chosen to help shape and communicate messages for organisations that share their beliefs about how the world should work.

Wave’s commitment to supporting social issues translates into challenging and exciting work for hundreds of agencies with important missions and budgets that must be stretched to gain the greatest value and impact.

Location

Hastings - UK

Staff

Thirteen

Clients include

National Deaf Children’s Society, Médecins Sans Frontières, The Royal Geographic Society

Results from traffic

Traffic has helped us professionalise our work environment. The system has supported our growth, assisted us in standardising our procedures and made us more efficient.

Traffic’s customer relations management feature gives us the ability to keep all of our client contact information in one shared database which has improved the communication process with our clients as well as among staff here in the agency.

We use the the system to create estimates as well as to prepare invoices, eliminating duplication of effort and problems with mismatched data.



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Why traffic?

Traffic has given us the ability to better manage our business. As our studio expanded, we realised that we needed to organise our records and workflow better. We also needed better tools to help us manage time and projects.

We had tried to automate ourselves by developing a system on our own. Our in-house solution was never very well accepted by our staff; most of our project tracking continued to be done on paper.

After evaluating four different systems, we were convinced that Traffic was the most comprehensive system available. We appreciated the fact that Traffic software was professional in every way, from staff presentation to training manuals and even the Sohnr website.

Traffic has paid attention to the design which I believe has been one of its strongest selling points. Designers are visually sensitive and generally not used to interacting with database forms. Traffic’s clean, typographic and uncluttered design sets it apart from its competitors.

The bottom line

We are more efficient than we used to be. Traffic has given us the ability to match our estimates with actual resource consumption so we know a great deal more about how we manage our work. That knowledge has translated into more accurate estimates and the ability to monitor projects and manage budgets in real time.

Day to Day

Our staff have made a real commitment to using Traffic as fully as possible. We did experience some teething problems but these have been ironed out over time. One of the benefits of a system that is always being improved.

By embracing Traffic and its logical approach to design agency operations, we have all learned to work more effectively and more efficiently. In the two years we have been using Traffic, the system itself has continued to evolve and with each enhancement, our organisation has benefited.

The future

We have lots of plans for Traffic! We are always thinking of ways we could develop new services through this software solution such as linking a Traffic-based database to on-line sales of pictures from our library. We expect to use the software to enable us to work remotely. We will also use the database as a way to involve our clients in our process and provide more useful information.

Thanks to

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