

CONSULTING FIRM CREATES STRONGER, MORE PROFITABLE RELATIONSHIP WITH CLIENTS

About: Symphony3

Symphony3 provides strategic IT advice to clients in the corporate, government and small and medium business space. The firm's point of difference lies in being able to align all aspects of business and IT to drive business improvements. Symphony3 focuses on three key areas: online strategy, data and information, and change management.

www.symphony3.com

Challenge: Needed Better Collaboration with Remote Teams and Customers

The Symphony3 team works remotely with partners and contractors based across cities and time zones. The company needed a solution that would allow its members to access files and collaborate from any location. The firm also had a worldwide client base with projects occurring across Australia, as well in the United States, Ireland and New Zealand. Relying solely on email to communicate with these clients was cumbersome and the firm felt it was necessary to use a robust collaboration tool.



“Central Desktop gives us the opportunity to create closer relationships with clients. We use the tool to engage customers more in what we do while also providing better services, delivered more efficiently.”

~Fergal Coleman, Director

Big Wins

- Saved time by managing all daily work activities online from a central location
- Improved client communication, resulting in closer, stronger relationships
- Increased efficiency by standardizing on Central Desktop for internal communication and client projects



Solution: Central Desktop as a Project Management and Client Management Tool

Fergal Coleman, Director at Symphony3, selected Central Desktop as the firm's collaboration tool. Having experience with other solutions like SharePoint, Fergal immediately saw the value in a cloud-based, easy-to-use tool like Central Desktop. “Once you try to do anything beyond the basics with SharePoint, it becomes either very expensive or very tricky,” he explained.

Symphony3 used Central Desktop both internally as a company intranet, as well as externally to share information with its clients. Central Desktop served as a central location for the team to save process documents, expense sheets and other internal files. Symphony3 also heavily used Central Desktop to manage its client projects. Each project was set up with a workspace with the client, Symphony3 team members, a designer and lead programmer being the typical active participants. Rather than sending emails, the team set up tasks in Central Desktop to manage and track a project's progress.

Symphony3 also used Central Desktop to engage in active conversations with its customers and invite feedback from them. The company's philosophy is published on a “Framework Wiki,” which is a Central Desktop wiki page that is accessible to the public from the firm's website. The purpose of the wiki is to leverage crowd sourcing from its customers and improve upon the company's philosophy based on feedback.

As a result of using Central Desktop to manage client projects and communicate internally, Symphony3 was able to increase efficiency and streamline business processes. The team saved a tremendous amount of time being able to easily manage their daily work activities online and from a central location. Symphony3 also felt its communication with its clients improved, resulting in closer, stronger relationships.