

c_space

PRECURSIVE CASE STUDY.

CUSTOMER - C_SPACE

GLOBAL CUSTOMER AGENCY

PRECURSIVE

PLAN. TRACK. FORECAST.



CUSTOMER: **C_SPACE.**

The Customer Agency - C_Space is the leading customer collaboration agency that connects the world's best-known brands with the people they serve to create Customer Inspired Growth. Headquartered in Boston, London, and Shanghai, C_Space has offices in Chicago, New York, San Francisco, Amsterdam, and Mexico City. Through their Customer as a Services approach of research, consulting, and communications, C_Space help businesses minimize risk and maximize growth.

<http://www.cspace.com>

PRECURSIVE

“We were constantly battling against people completing timesheets and unable to see the financial performance of project work. We really liked the look of Precursive - the layout and interface is cleaner and more attractive than other systems.

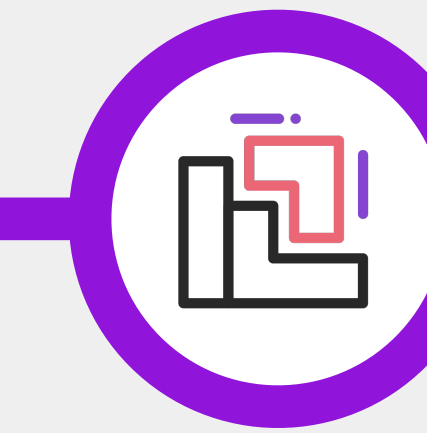
Getting people to use the tool was simple as it is easy to use. We're already seeing the right changes. I'd definitely recommend Precursive - it's a good product and a great team!”

CHRIS HOWARD.

Finance Director

C_SPACE

HOW C_SPACE **USES PRECURSIVE.**



1.

Resource Allocation

Visibility on their entire resource pool and all allocated projects, to balance workload.

2.

Capacity Management

Project templates can be built and refined overtime to create a structure or work.

3.

Financial Reporting

Real-time data generated on capacity, profit and utilization in Salesforce, enabling accurate forecasting.

4.

Time Tracking

Easily monitor the time your staff spend on each task and log it on your Precursive boards.

5.

Precursive Mobile

Staff can record their times against activities on an easy-to-use app.

Key point: “The margin tracker is also a great tool for us, it really drives change and gives teams the info they need.”

CUSTOMER **CHALLENGE.**

C_Space's financial and resourcing information sat in multiple spreadsheets, owned by various people. As a result, decision making was slow, which led to:

- **Capacity planning** impacting staff turnover and client experience.
- **Over reliance** on freelancers had a negative impact on margins.
- **Financial reporting** becoming time consuming for senior managers



THE SOLUTION.



The World's
#1 CRM

PRECURSIVE

The Services Delivery
Cloud for Salesforce



Opportunity
Management



Quote
Generation

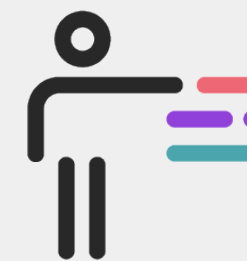
Track briefs & proposals

Manage & forecast opportunities

Input scope and costing



Capacity
Planning

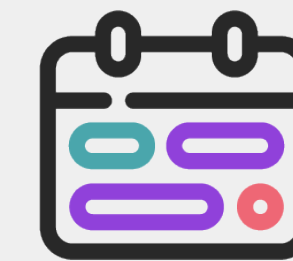


Resource
Allocation

Resource scheduling & capacity planning

Track project margins and forecast revenue

Easy-to-use timesheets on mobile



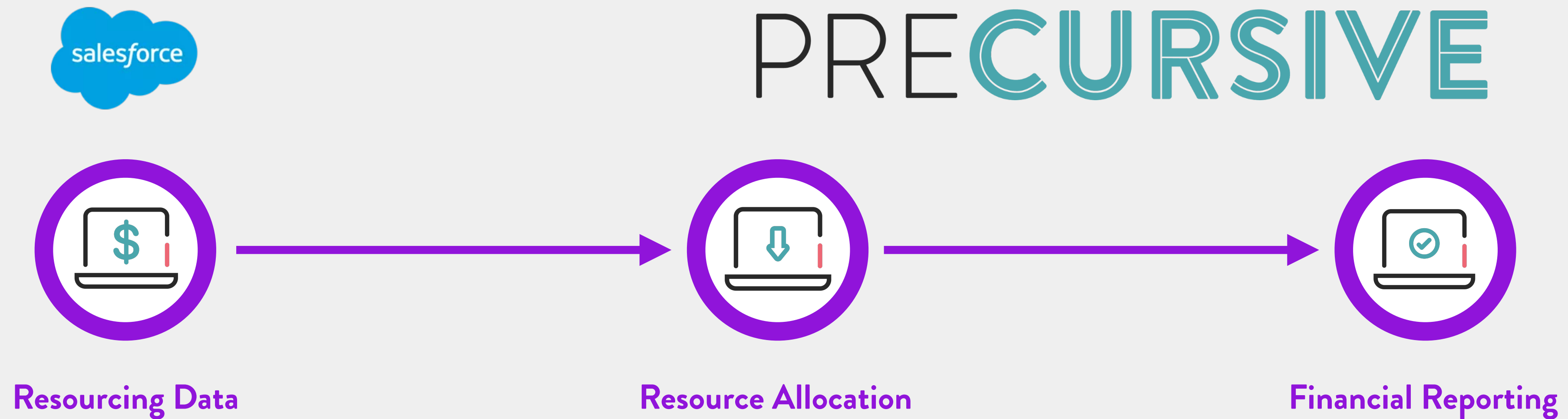
Mobile
Timesheets



Project
Margin

THE SOLUTION.

C_Space have been using Precursive for over two years, a solution which includes resource management and capacity planning with real-time project performance (including cost and margin).



PRECURSIVE **SOLUTION.**



UTILIZATION.

Balanced across teams

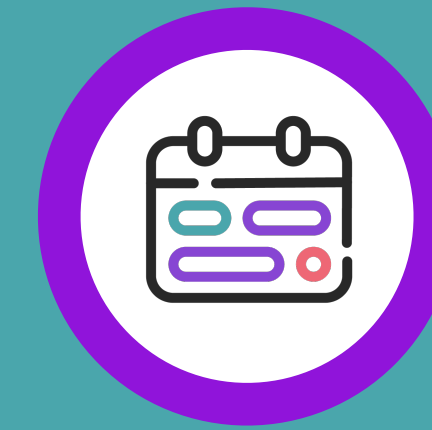
C_Space increased alignment between their consultancy, research and client service teams, mobilising faster.



REDUCED.

Duplication of effort

This reduced levels of over-servicing but increased and balanced utilization with improved project margins.



INCREASED.

Margin of projects

All enhanced by real-time reporting on key metrics; capacity planning, utilization, and overall project performance.

EMPOWERING SERVICES **TEAMS.**

CUSTOMER SUCCESS.
ENABLING OUTCOMES

LIGHTNING NATIVE.
TECHNICAL INNOVATION

ENTERPRISE SECURITY.
TRUST & PRIVACY

Precursive team with enterprise experience at ABB, Fujitsu, Roche

> \$1 Billion in project value managed in Precursive

GDPR compliant
ISO 27001: 2013 certified



PRECURSIVE

★★★★★ 5.0
Average Rating

PRECURSIVE **CUSTOMER SNAPSHOT.**

High Tech.



Professional Services.



PRECURSIVE

PRECURSIVE

THE SERVICES DELIVERY CLOUD FOR SALESFORCE

PLAN. TRACK. FORECAST.

www.precursive.com