

Trendsic Develops an AUTOMATED MILESTONE MANAGER for Circle Graphics

BACKGROUND

Circle Graphics is a leading provider of outdoor advertising products, including billboards, bench ads, and bus wraps. Their team of account managers work closely with customers to process orders and ensure timely delivery of advertising materials. Throughout an order's lifecycle, specific milestones must be met, such as post dates (production date), ship dates, and order receipt dates. Each product also has a target turn time, which is the estimated time required to process, print, and ship the order.

CHALLENGE

When customers need more time to deliver the necessary digital assets for their advertising campaign orders may not meet their initial milestone targets, resulting in account managers having to manually adjust ship dates for each order they managed. This daily task proved to be tedious and time-consuming, taking away valuable time from account managers that could be better spent on customer engagement and other important tasks.

SOLUTION

Trendsic Corporation recognized an opportunity to improve efficiency and proposed an **Automated Milestone Manager** to streamline and automate the order management process. The new system allowed account managers to update all orders in their queue at once, using a single form with just a few clicks. The Automated Milestone Manager contained the necessary business logic to automatically adjust order timelines based on current capacity and demand.

RESULTS

The implementation of the Automated Milestone Manager significantly reduced the time account managers spent on daily order updates. Initial improvements saved each account manager over two hours per day, totaling more than 10,000 hours of working time annually. As the process was further refined, Trendsic created a fully automated solution, eliminating the need for account manager intervention altogether. This not only increased efficiency but also allowed account managers to focus on higher-value tasks, ultimately driving better customer service and satisfaction.



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