CASE STUDY | TIMES-SHAMROCK CREATIVE SERVICES

Times-Shamrock Creative Services **improves efficiency and customer relations** with SCS/Track™ from Software Consulting Services.

SITUATION

Times-Shamrock Communications owns daily papers and radio stations throughout Northeast Pennsylvania, as well as Times-Shamrock Creative Services (TSCS), a centralized group of graphic artists that creates ads for multiple newspapers throughout the U.S., including their own daily and weekly papers. The seven-year-old company grew from a need to improve efficiency and save on expenses. In order to do that to the best of its ability, TCSC needed a robust and customizable ad-tracking and online content-proofing system.

"We needed a system that when an artist sat down to begin designing, he or she could do things so fast, efficient, and quick that he or she would have nothing to do but focus on the ad, concentrate on creating quality design, and get it done and back to the customer," said Rob Jones, Managing Director of TSCS.

Additionally, the ad track system's communication needed to be efficient, effective, and easy for customers to use. "On the customers' side, we needed an easy process for them to submit their content, proof that content online, make sure that it's what they need, and be able to make changes and get it back to us," said Rob.

SECURITY SPOTLIGHT

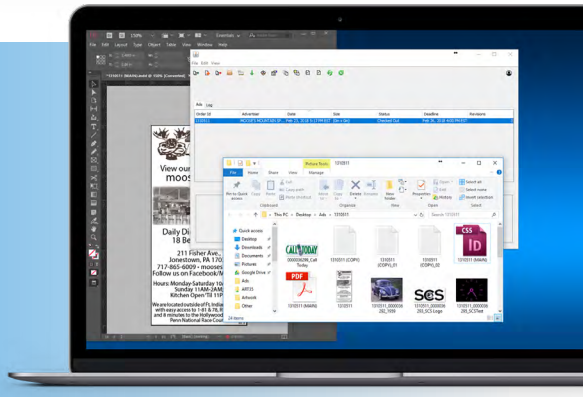
SCS also provided TSCS with a local mirrored server environment.

"Should anything happen to our main server, we can move over within a reasonable amount of time to our other current system that's mirroring that one," said Rob. "We're much more efficient and reliable now thanks to the safety net of the application's extra redundancy."

The mirrored server environment also gave employees the ability to work remotely during the COVID-19 pandemic without sacrificing speed and efficiency. "The design tool is installed on the artists' local machines, but the application itself is web-based, so we are working at full speed," said Rob. "It's been working absolutely fantastic for us."

> "Our relationship with Software Consulting Services has really allowed us to continue to grow. Everything is web-based, so we are working at full speed. It's been working absolutely fantastic for us."

ROB JONES | Managing Director
TIMES-SHAMROCK CREATIVE SERVICES (TSCS) OF SCRANTON, PA
A Division of Times-Shamrock Communications



SCS builds trusted newspaper systems.

newspapersystems.com

SOLUTION

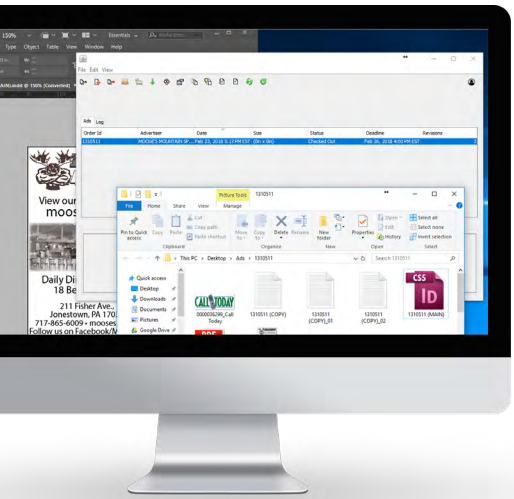
TSCS had worked with SCS in the past and already had a positive relationship. TSCS agreed to SCS' suggestion to recode and upgrade their existing application, and "it ended up becoming a very beneficial thing for both of us," said Rob.

"SCS ended up with a fantastic ad-tracking system, and we ended up with a product that could do what we needed. They were really able to enhance a lot of the specific areas and tools that we needed to make the product even better than what we had with our last vendor."

Thanks to SCS/Track™, TSCS artists are able to design at a faster rate. "SCS was able to make the app faster, more intuitive, and more efficient for the artists," said Rob. "When the artists sit down, they have the tools they need. They can focus on what they need to and move on to the next ad as quickly as possible."

TSCS is able to better serve its clients because of SCS/Track.

"Customers are amazed that when they click the email link, it brings them right into the mobile application, and there's their ad on the screen that they can mark up, draw on, attach new images to, or write in corrections," said Rob. "When they're done, they just hit a button to send it back to us. It's very, very customer-friendly."



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RESULTS

Easy-to-use application

"During the previous 12 months, we have been able to gain larger clients that were very surprised at how well the product works online and how easy it was to use," said Rob.

Faster design turnaround

Thanks to SCS/Track, TSCS has seen a 10% increase in efficiency when it comes to ad-time creation.

Improved efficiency of the sales team

SCS/Track allows TSCS's customer's sales team to be mobile and efficient when demoing the app to potential clients.

Instant client feedback

Being able to provide clients with instant feedback right through the application empowers TSCS to better serve its customers and make them happier.

Cost-effective solutions

"SCS was able to provide the local mirrored server environment relatively cheaply in comparison to what we were running at our last vendor," said Rob.