



Case Study: Lifetouch Team Wanted More Project Efficiency



Lifetouch National School Studios provides photography services for schools, athletic teams and seniors. They operate across all of North America and photograph school age children beginning in pre-school and spanning through college graduation.

The Challenge: Managing multiple client projects and content platforms

“ Before Volerro, my team was using email and spreadsheets to manage our critical projects for the business. Volerro added a tremendous benefit to our project management and workflow. It's efficient, practical, real-time and it allows for real collaboration among users. ”

Nicole Welu

Marketing Communications
Management

At Lifetouch – the world’s largest employee owned photography company –the school division marketing communications teams needed a solution to reduce project management overhead and provide a more efficient, interactive and transparent way to deliver projects to their various business line customers.

Adding to the complexity, the marketing communications team was challenged with managing a pool of both internal and external resources across dozens of simultaneous projects with very tight schedules.

Lifetouch also needed a solution that supported their methodology and provided a versioning and proofing tool along with archiving campaign content. Lifetouch was looking for a way to automate production, manage a pool of resources for overall project management with the ability to deliver on-time and within budget. Lifetouch needed to ensure that the platform they selected could grow with them and adapt to changes in workflow among stakeholders.

The Solution: Intuitive collaboration platform that quickly streamlined content production in days

Net result: Lifetouch’s improved quality of work with shortened time to market.

Volerro allows Lifetouch’s team to manage all resources within the platform. Project leaders can quickly view resource statistics by task, project, and person. Capacity reports and burn-down charts enhance their ability to identify projects that need “help” completing on time. The iPad compatibility makes it convenient for team members to stay in touch when they’re away from the office.

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