

Visual Communication Helps Global Digital Marketing Agency Keep Pace with Business Growth

Sq1 leveraged visual communication technology to streamline efficiency in recruitment, training and inter-office communication as it grew from 150 to 1000 employees, and from 2 to 14 offices, in just over 4 years.

Challenge

As Sq1 expanded its business operations it needed to scale the volume and geographic reach of recruitment and training operations without sacrificing the personal high-touch, high-quality focus that has become a cornerstone of company culture. Beyond recruiting and training, fostering and growing collaboration between teams that were increasingly regionally dispersed, without increasing travel costs, was also a mandate.

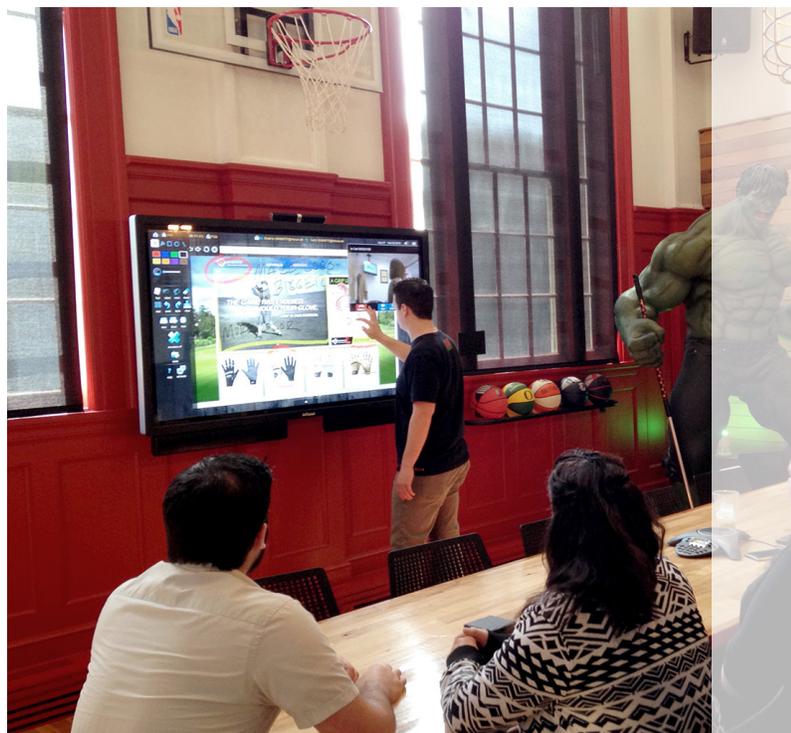
Solution

To expand and standardize the use of InFocus Mondopads and ConX Phones throughout Sq1 offices to maintain seamless face-to-face inter-office communication as teams expanded and to cost-effectively share information and train larger groups in a highly personal and efficient way.

Results

Sq1 has maintained efficiency throughout its rapid business growth and has embedded a culture of visual communication throughout its organization, fostering creative spontaneity and enabling faster and more satisfying employee-to-employee and employee-to-client response.

“Our time to market is reduced because teams can communicate more quickly and holistically. Our training expenses have shrunk. We can train more people at once and cross-train employees from multiple offices more effectively. Our recruitment efforts have become more effective and faster because we can quickly locate and interview talent outside core geographic regions.”



Challenge

Sq1 faced the dual challenges of a rapidly expanding business and the accelerated turnaround pressure of the digital marketing industry. “Efficiency was top of mind,” said Sq1 Partner, John Holmes. “We needed to remain nimble and efficient as we added new offices and grew our staff by more than five times. And obviously, we had to keep an eye on cost.” In 2014, Sq1 had deployed a combination of InFocus Mondopads, ConX Phones and 121 video conferencing to improve inter-office communication. “We noticed that the culture and co-working behavior within our design team changed after adopting more visual communication,” said Holmes. Cross-functional designers could easily group on the fly to brainstorm a challenge. Familiarity bred trust which in turn reinforced the desire to collaborate.

Based on these results, Sq1 decided to expand its use of visual communication technology in core business processes, hoping to scale and reduce costs in business management and HR operations in much the same way it had with inter-office communication.

Solution

Sq1 looked at other visual communication solutions, but found them to be more expensive and less feature-rich than InFocus solutions. “Just getting to a base implementation level with the other products was more expensive than the InFocus solutions purchased, delivered, installed and fully operational,” said Holmes.

The company has installed Mondopads in nearly every conference room and equipped its creative and executive staff with videophones ensuring that everyone has ready access to visual communication capability.

Results

InFocus visual collaboration technology has helped Sq1 scale its business seamlessly and with positive and growing impact on intra-company communication. “Getting different departments up and working on Mondopad was easy,” said Holmes. “We are unabashed fans. There’s no IT and no bumps. It’s fun to see our clients come in and be surprised by how effortlessly we change the Mondopad from a personal welcome sign into a platform for a cross-company discussion. We add people from remote locations with a couple of clicks. Our reps jump on with a thumb drive or cast from their laptops. We’ll move from presentation to presentation with completely different teams with no problem. Working with InFocus has been exceptional. When there’s been a software update or use question, we always receive a fast and knowledgeable response.”

Holmes reports that use of the Mondopads has helped across the board with business processes and cost reductions. The company uses Mondopad and its ConX video conferencing service to host regular inter-office lunch and learn sessions for more than 400 people gathered in different offices. The company also uses Mondopad for specific training classes, working with 80-100 people simultaneously in regional offices. Recruitment activities have benefited as well. “Exec staff can personally interview people from anywhere, helping us secure the best talent and speed offer turnaround,” said Holmes.

While Sq1 can easily cite a number of the tangible ROI benefits of visual communication technology, such as a staggering 70% reduction in travel costs when the technology was first implemented, the company also appreciates its softer benefits. “We want to be efficient, but we also want to take care of our employees,” said Holmes. “No one likes to be on a plane every week. Also, most people appreciate the instant feeling of connection when you look them in the eye and respond to verbal nuances and body language. Our relationships with employees and with customers is the better for it.”

“InFocus Mondopad lets us work from anywhere, quickly engage with the team and get important things done. You forget you are all in different locations. You mentally lock in and share information as easily as you can from the same room.”