

How IT Visionists Helped Celeb Talk Guy Increase ROI & Save 50% Of Its Time by Streamlining Operations

168k+

Automations
per Year

50%

Decrease in Time
Spent on Manual Task
Assignments

65%

Decrease in Project
Delay

About IT Visionists



We are a UK-based company with more than 15 years of experience in providing high-quality, dependable, and affordable solutions around making technology work for you, instead of you working for technology. Our experts can translate any customer's business needs into workable solutions involving automation, implementing new processes, and deploying more efficient tools for project management and sales development. We handle every little detail until everything is ready to be used.

Case Summary

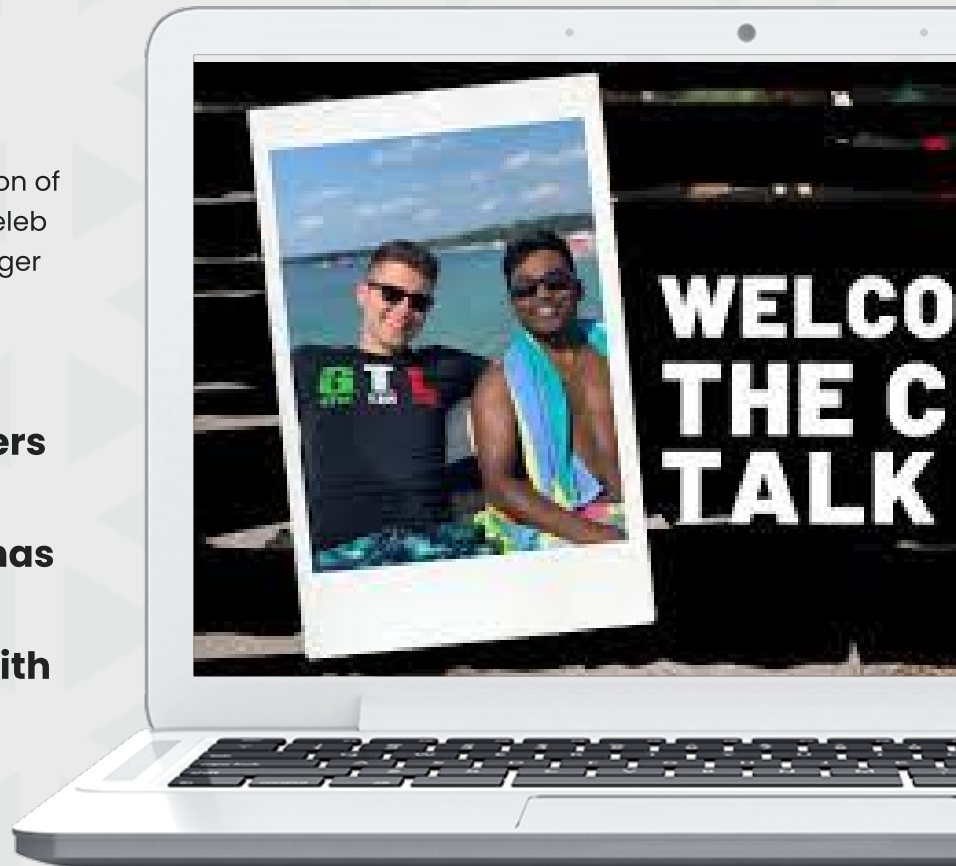
Celeb Talk Guy was relying on Frame.io, Google Spreadsheets and ClickUp (basic setup) to carry out its business processes. From managing payments to handling customers and projects, information was not only scattered in unconnected platforms, but it was arranged in such a way that there were tedious bottlenecks in the flow of information from one department to another and extracting proper analytics and data for decision making was impossible. Payments were manually handled in a spreadsheet. After onboarding IT Visionists, our experts mapped out all the company's processes and outlined them in ClickUp as the new centralization hub. Wherever automation could replace a manual task, we did it.

And after our intervention, with the implementation of effective business workflows in Clickup with added utilization of more than 168K automation per year. Celeb Talk Guy saved 50% of its time by no longer spending it on manual, repetitive, and inefficient tasks.

With more than 160K followers on YouTube and 26.5K on Instagram, Celeb Talk Guy has elevated the quality of its content consistently. And with growth, certain challenges arose.

The Story of Celeb Talk Guy!

Celeb Talk Guy is a successful growing Video Agency with a YouTube channel founded by Max Fata. Celeb Talk Guy talks about all things related to pop culture and reality TV from rumors to the latest scoop, and anything relevant.



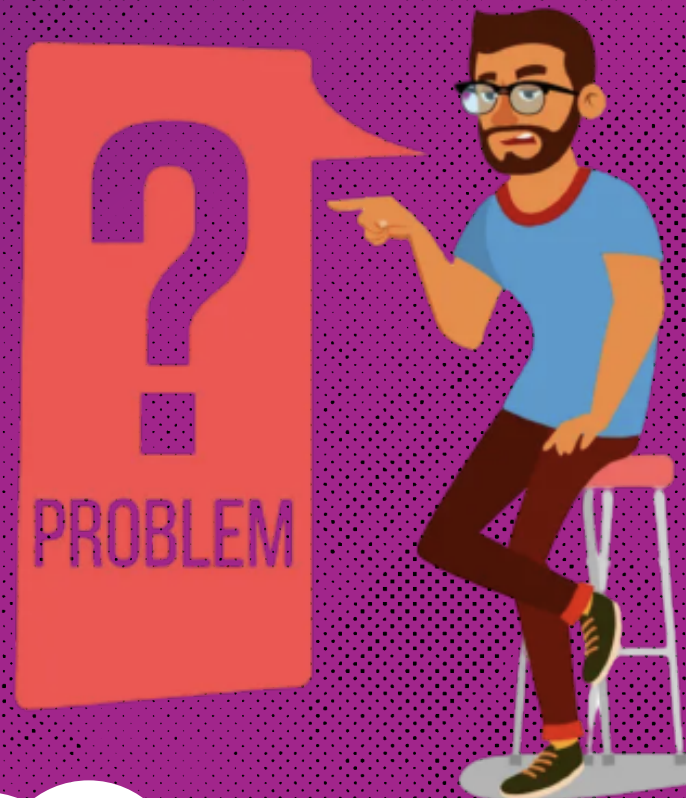
The Challenge

The main challenge in Celeb Talk Guy's operations was the way information was being handled, and the unproductive usage of their stack of tools. Collaboration on tasks took most of their time. They primarily relied on Frame.io, ClickUp, and Google Spreadsheets. These three tools were completely disconnected from each other, and every time information had to travel between them, it had to be done by hand, making them more prone to errors, missing important elements, and spending more time than necessary on repetitive tasks. At the same time, all the power that ClickUp could bring to the table was not maximized nor optimized.

The business was in an expansion phase, and more resources needed to be hired. The existing stack of solutions was already in use to manage the existing resources, as well as customers, and even projects. But the lack of interconnected processes ensured that -when the new resources are hired- efficiency, productivity, and efficient control would plummet.

Their usual tasks involved different resources, where every individual had to complete their part to deliver the complete work. This also involved reviews and approvals from one stage to another. And after that, payments had to also be managed. Due to disconnected processes, accountability wasn't possible for the work delivered by the team.

The company had no way to visualize each project's evolution, team performance, ROIs per project and globally, overall efficiency, and more. Without these elements, the decision-making process was entirely tainted.



The Solution

Celeb Talk Guy realized that they needed someone who can set them up ClickUp quickly and efficiently. This is where IT Visionists jumped in!

After our team of experts understood Celeb Talk Guy's main pain points and issues through an initial discovery phase, we implemented a comprehensive action plan that could compare to an extreme makeover to all the existing processes.

The action plan included, and consisted of:

Workflows

Having all the key interacting stakeholders in mind, we designed and defined a new workflow for every need. This brought more visibility and aided the company in sharpening its business strategy.

Automation

We developed and provided a strategy to catalogue and break down different tasks into different categories. This allowed us to implement multiple process automation for each one of them from auto-assigning new tasks based on user roles, to launching follow-ups when required.

Visualization:

Once all the flows of information were automated and connected, our experts created custom Views on ClickUp, with even more automation, to produce KPIs and metrics at a resource, project, and company level.

Training

To reach the desired outcome, our experts trained and coached the company's resources so everyone could understand the importance of this strategy as well as how it works, and what is required from them to make it work.

Support

From IT Visionists, we have continued providing post-implementation support to Celeb Talk Guy to further increase efficiency where possible, or to accommodate any new business dynamics within our approach.

ClickUp Implementation

It was defined that ClickUp would act as the centre node of all their new processes and workflows. Every new workflow was designed having ClickUp in mind, to ensure maximum compatibility.

Integration using Make (Integromat)

Our automation experts implemented Make (Integromat) to deploy automation between ClickUp and Frame.io, connecting both within the same processes and workflows. This ensured a real 360° full integration. This phase was extremely challenging to develop, but it was critical.



The Results

After the strategic plan was entirely executed, the results speak for themselves:

- More than 168,000 automations per year are executed.
- Manual work has been drastically reduced.
- Productivity and efficiency have increased throughout.
- The founder has allocated more focus to developing new businesses.
- 50% of time spent on task assignments or manual tasks has been saved.
- Information is fully centralized.
- Collaboration and communication improved significantly.
- The team now concentrates on getting the tasks done without needing to worry about any slippages.
- New KPIs and data visualization improved decision-making
- The old spreadsheet was fully eradicated.
- ClickUp has been set in a way which is easily scalable providing more success to Celeb Talk Guy.
- Streamlined processes have made Celeb Talk Guy grow as a healthy and profitable organization.

The company's ROI increased by 40%.



"If someone had told me -before knowing IT Visionists- that I could get a better handle at my company while spending only half the time in doing it, I wouldn't have believed it. IT Visionists made it possible! They definitely know their craft."



Max Fata

Founder of Celeb Talk Guy.

**Want to save time and be more productive?
Or Tired of old processes that just don't work anymore?**

If you want to push efficiency into your business operations and rely on an expert's help to streamline your daily tasks with the best fitting tools along with automation as a bottom-line booster, IT Visionists is the right place to get started.

Talk to An Expert Now!