Case Study – Outsourced Account Management and Client Services support

Pinpoint Marketing and Communigage

Communigage
Attract. Inspire. Ignite.

The Challenge: Growing the business without adding to the juggle

Communigage is a thriving and growing business led by Anna Wills, helping organisations bring greater clarity and consistency to their brand, people and investor stories through creative direction, storytelling and behavioural insight.

As the business and client base continued to develop, Anna found herself juggling more and more of the day-to-day account management and delivery alongside running the business. The challenge wasn't about needing another pair of hands simply to tick off tasks. It was about having someone trusted who could become part of the team, understand what was happening across the different accounts and help keep things moving.

Nicole and Anna started working together initially with Nicole supporting Anna directly with the operation of the business.

As the relationship developed, there was an opportunity to take this further – with Nicole also now providing account management and client services support across a number of Communigage's client accounts.

The Solution: An extra pair of hands – and another brain

Nicole/Pinpoint now provides ongoing account management and client services support across two or three dedicated Communigage client accounts.

Nicole acts as an extension of the Communigage team – helping to keep everyone clear on what needs to happen, who is doing what and when things need to happen.

Using tools including ClickUp and Lumo, Nicole helps keep projects, actions and communications organised and moving forward.

The role includes:

- Organising and coordinating client meetings
- Preparing for meetings and making sure the right information is available
- Attending client meetings and feeding back to Anna and the wider team
- Taking actions and follow-ups from meetings and making sure they happen
- Keeping client projects and campaigns moving forward
- Coordinating workloads and helping the team manage capacity
- Keeping communication flowing between Communigage, its clients and other people involved in delivery
- Helping prioritise activity when there are lots of moving parts
- Keeping an eye on deadlines, dependencies and outstanding actions

- Supporting the team with briefs, planning and project organisation
- Helping to spot where something is getting stuck and working out what needs to happen next
- Providing a client-facing account management presence when needed
- Client reporting and metrics to show progress and keep everyone accountable
- Generally being there to get things done and keep the wheels turning!

The beauty of the arrangement is that Nicole isn't taking over the client relationship. Anna and Communigage remain firmly in control of their clients, strategy and creative direction, with Nicole providing the additional account management and delivery support around them.

It's an extension of the team rather than an additional layer.

The Result: More capacity, better visibility and clients kept moving

The relationship is ongoing and continues to evolve as Communigage grows and its client requirements change.

For Anna, having Nicole involved means there is someone keeping an eye across the detail, helping to coordinate activity and making sure things don't simply sit on a to-do list. It also means Anna has more space to concentrate on the areas where she adds the most value – her clients, the strategic and creative thinking behind Communigage and growing the business.

For the Communigage team, Nicole provides an additional layer of organisation and accountability. Someone who knows what is going on, keeps an eye on the moving parts and can help manage capacity when workloads increase.

And for Communigage's clients, there is another consistent point of contact helping to make sure meetings are organised, actions are followed through and projects continue to move forward.

The result? Anna gets some much-needed headspace, the Communigage team has additional support around delivery and clients benefit from a more consistent, organised and proactive account management experience.

(This is an ongoing client relationship)

A Client's Perspective

Anna Wills, Communigage, says:

“Nicole is the absolute back bone of our team. She knows what’s going on everywhere, all the time, and holds us all together. The most organised person I know and incredibly reliable and professional at all times. Honestly don’t know what we’d do without her!”