



AffinityLive



Client Story

Web Agency Commerce Kitchen Goes From Four Systems to One AffinityLive

By Sarah Khogyani

Industry

Web Design & Development

Region

Denver, Colorado

Size

16

Services

Web development
Inbound marketing
SEO
Social media support
Inventory search
E-commerce solutions

Commerce Kitchen is a web development company that consults with clients to “find the best platform, architect the best user experience and develop the best internet marketing strategy to help them do better on the web.” Founder Leslie James tells us about how their team of 16 “superheroes” work with clients of all sizes, from two-man shops to \$500MM+ giants like Transwest and HBO.

In their dark years of management, Commerce Kitchen had tried implementing six different systems to no avail, including Basecamp, Workamajig, Active Collab, Capsule, Zendesk and Pipedrive. The key thing here was that there were too many systems to keep track of and none of them did exactly what they needed.

“We needed an integrated CRM and project management system that was simple to use and could track time/budgets across both projects and retainers. We also needed to be

able to rollover costs on retainers from month-to-month,” she says.

Working between four different platforms makes it inherently difficult to rollover time, making the entire process time-consuming rather than time-eliminating.

In under six months, Leslie James and her team of sixteen had implemented AffinityLive. “It streamlined internal communication—we’ve eliminated some internal meetings because we can all check in real-time to read the latest communications with the clients.”

With the Retainers Module that AffinityLive offers, Commerce Kitchen can finally track on the ongoing services they provide. “We can ‘bank’ money as necessary to execute more comprehensive marketing campaigns.” The team at Commerce Kitchen have fulfilled all of the functionality they require with only one place to login.

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