



**FP** x **KIDZSMART**

# CASE STUDY:

## Kidzsmart Concepts Inc.

### About Kidzsmart

**Industry:** Restaurant, Sports, and Utility  
**Size:** 10 - 20 employees  
**Location:** Vancouver, Canada  
**Services:** Marketing and Communications

Kidzsmart is a creative marketing and communications company dedicated to engaging kids, moms, and families with intelligent, educational, branded fun. Through its exclusive 'Learn Through Play' engagement model, Kidzsmart provides game-based marketing services to leading brands primarily in the restaurant, professional sports, and utility sectors.

Kidzsmart specializes in Marketing & Strategy, Branding & Design, Content Production, Digital Development, and Print Management.

### Success Champion



**Pierre Gilbert**  
Director of Business  
Development,  
Kidzsmart Concepts Inc.

“ My favourite features are time tracking and the financial management module. But to be honest, everything about Function Point is great. Right from setting up a new project, the brief templates, using job estimates and schedules, right down to assessing each project's financial health. The complete workflow is easy, and it works! ”

### Big wins with Function Point!



**50% decrease**  
in operating expenses



**Complete visibility**  
into utilization vs. billability



**Found true cost**  
of each project



## Challenges prior to Function Point

- ❗ **Unavailability of a centralized system to manage projects end-to-end**
- ❗ **Cumbersome, manual processing using physical docketts**
- ❗ **Difficulty assessing project health, utilization, and profitability**
- ❗ **Inadequate process to manage remote teams**

For over 10 years, Kidzsmart followed a manual process of opening and maintaining client projects, using physical docketts. Long and tedious manual processing brought with it instances of manual error, unavailability of a centralized database, and difficulty assessing the financial health of projects.

Opening a new docket was also a repetitive process. The team had no templates or records in a single system to work with. For each new entry pertaining to a job, teams manually filled in all details. This was not an effective use of the staff's time.

**“Our company remained status quo and over time that cost us time, staff resources, and revenue.”**, says Pierre Gilbert at Kidzsmart.

## Choosing Function Point

In 2016, the management team at Kidzsmart recognized the need to improve its workflow processes and decided to make a change.

Adding a new project management software was an important priority at the time as Kidzsmart was running two offices with several remote workers.

The agency needed a centralized platform for employees to communicate and collaborate with each other.

The team went ahead with implementing Function Point as its centralized agency management system, and the primary reason behind this decision was the system's ease of use.

**“I've worked in companies that had PM systems in place, but too big, too confusing, and too complicated to run or navigate. Yes, the information was available but difficult to find. I've also worked with a smaller system which was great and did the job for us, but it was a siloed solution.”**

**Function Point offered a balance between ease-of-use and the ability to address the needs of project managers, creatives, finance & operations administrators, and owners.**

Pierre explains, “I was the person at Kidzsmart responsible for implementing FP. For me it was important to first understand the ins and outs of the system before anyone else was trained on it. Navigating the platform has been very easy for me. I



simply go into the 'Help Centre' and type in the keywords for what I need. If I still am unable to get the answer to what I need, I write to our Customer Success Manager at FP and they guide me as necessary. To be honest though, I haven't found the need to chase FP's success team. The support documentation in the Help Centre is extremely detailed and very helpful for us so far.

It's simple, it's quick, and it even makes training new employees very easy because the interface is easy to navigate."

**“ FP saved us the cost of two full-time staff. We started out with four employees in the production department. After implementing FP, we needed only two. We saved so much time, because while the work remained the same, the process became two times faster with FP. ”**

## Key Successes with Function Point

### A Clear, Repeatable New Workflow

**FP helped the teams at Kidzsmart find an internal workflow that works exclusively for them.** Since their process was manual and difficult to enforce prior to FP, each staff member had their own way of managing and tracking projects. This created variable ways of working between internal teams, and the lack of uniformity ate into crucial billable hours.

“Earlier things were all over the place and there was a lot of room for the scope of work to suddenly change. Now there are no two

ways of carrying out a project. It is always consistent.”

Today, the team has a single, clear process that is tailored to their project types and work styles. **From start to finish, all teams follow a uniform process of project management, allowing them to eliminate surprises and increase predictability.**

FP's consulting teams worked closely with Kidzsmart during implementation to create a workflow that speaks to its business' needs.

### Time and Cost Savings

Shortly after implementing FP, **Kidzsmart reduced operational expenses in the production department by 50%.**

As the team was dependent on a completely manual management system, there were instances of error in account and project entries. FP took care of that too. Since the system's deployment, the margin of error has come down significantly, giving back crucial billable hours to the team.

Pierre says, “I love how everything is in one place, housed within a single project. I keep going back to the only other reference I have which is of the physical dockets we used to



create. All our email communications were printed and placed within the docket file, so with every new email, the pile got thicker, and more time went into saving and printing emails. And now with FP, we still have a docket, except it's all virtual- I can find exactly what I need, when I need it, and I can access it from anywhere I like."

### **Clear Understanding of Staff Utilization vs Billability**

Before FP, assessing how much time the creative staff was spending on a task, job, or project was difficult and time-consuming. With Function Point all agency projects are well setup with individual schedules, and teams know exactly how much time it takes to create a single piece of artwork. With the ability to track time and with increased visibility into project progress, the team can see exactly how much time was quoted for a project versus how much was utilized. This data has enabled Kidzsmart to manage client expectations, adjust estimates and quotes, and manage workload to avoid burn-out.

**"The ability of our creative teams and designers to track their time, plan their week, and track project progress is SO much easier than it was before FP.** If I see that we have gone 20 hours over our estimate, I can ask our team, "Hey guys, what

happened here?". But most times, I don't really have to ask. The notes section associated with each project is updated in real-time by the team and it reveals why we may have gone over. This makes internal communication possible, and more importantly, transparent."

### **Ability to Measure True Job Cost and Profitability**

Like most agencies, Kidzsmart struggled to measure the true cost and profitability of client projects. Spending time on unprofitable clients cost them time, resources, and revenue opportunities.

Using FP, **Kidzsmart setup rate cards in their system as per customized pricing and markup.** Once setup, job profitability and cost data have been accurately available in the system for owners, project managers, and accounting teams to plan future projects with higher accuracy and for greater profit.

**"I do the closing report for each project, so I use the finance module the most. It allows me to look at the actuals for each quarter, where we performed well, and where we didn't. In short, I assess the health of each project and FP gives me the visibility I need."**

## **About Function Point**

Function Point alleviates the chaotic nature of operating creative agencies, internal marketing teams, and professional service firms. Used by over 7000 customers worldwide, the all-in-one solution helps teams connect each stage of project management, so you can do what you do best- be creative.

See what Function Point can do for your business- schedule a customized demo or call 1.877.731.2522.

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