Staffing tech to scale and streamline business operations

Productions Plus provides staffing for a variety of industries and events. For 23 years, the agency has been well known for providing live event staffing to represent brands in the automotive and retail industries. In addition, they have a thriving theatrical business as one of the largest SAG/AFTRA-franchised talent management agencies in the Midwest and cast talent for film, television, stage, commercial, and voiceover projects.

Case Study:
Productions Plus

Industry:
**Talent management.
Live event staffing.**

Website:
www.productions-plus.com

Outdated technology standing in the way of growth

In 2020, Productions Plus was using a combination of Excel sheets and an older, on-premise CRM to run the business. It had an extensive talent database, cultivated over years, but the senior leadership team knew that their existing technology was holding them back.

They needed a platform that could:

- Be customized to fit their needs and align with leadership's vision for the company

- Integrate and update data in real time

- Enable all five lines of business to work together in one place and actively manage the talent database

- Streamline and automate marketing workflows to improve communications with prospects and talent

- Improve overall visibility and quality of data to create actionable analytics

> " **We needed a solution that understood the nuances of our business and could be customized for our needs … we've had challenges in the past because of the size of our organization and the flexible, nimble way we work."**
>
> **Jennifer Fiddler**
> Vice President, Productions Plus

A flexible, client driven staffing tech partnership

Productions Plus considered multiple CRM solutions, but after hearing positive buzz in their network about Senegal Software, they decided to implement: the CRM, ATS and Marketing tools of senegalWORK.

The implementation and rollout moved in iterative phases:

- They took a "train the trainer" approach by starting with a group of employees who spanned the complete breadth of Productions Plus' lines of business

- Future trainers learned through a combination of live and virtual training sessions with the Senegal Software team as well as training videos

- Productions Plus' newly minted trainers worked with Senegal Software to evangelize adoption throughout the company

- Senegal Software partnered closely with Productions Plus to ensure they were getting the features and customizations they needed to take their business to the next level

> " The team at Senegal Software was exceptional in realizing our vision. Their genuine understanding and dedication stand out in the business world. It's refreshing to work with a team that truly gets what we aim to achieve, especially when others haven't been as aligned with our goals."
>
> **Julie Eklund**
> COO, Productions Plus

Results: Streamlined, scalable functionality meets powerful analytics

Since implementing the senegalWORK platform with the CRM, ATS and MARKETING modules, Productions Plus has realized many benefits from their partnership with Senegal Software.

These benefits include:

Low-friction, more efficient communication with talent and clients

Increased efficiency in processes for booking talent

Truly scalable staffing capabilities where Productions Plus can fill shifts quickly without duplications or other scheduling errors

The ability to measure engagement with their talent database

Easy-to-navigate interface and high-quality user experience

High-impact reporting and analytics

Looking to the future

In the near future, Productions Plus plans to implement the FINANCE module within the senegalWORK platform. Senegal Software is currently working to add advanced, customized estimating functionality into its FINANCE module, which will help the Productions Plus sales team when quoting future projects for potential clients. In 2024, Productions Plus will review the shipping features of the LOGISTICS module to assist with the management of its thousands of wardrobe assets.

Ready to learn more about Senegal Software? Let's talk!