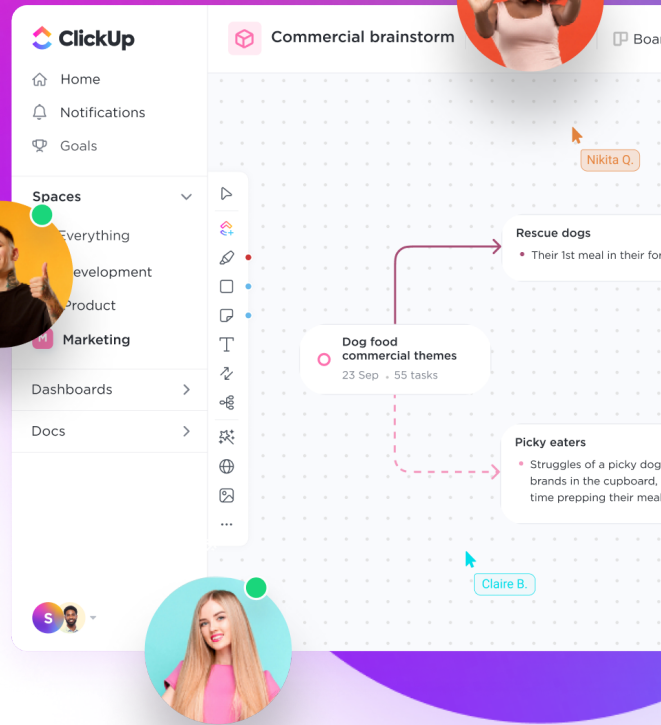


# Lulu Furthers Its Mission to Empower Creators with ClickUp

Since 2002, Lulu has powered the knowledge-sharing economy by enabling creators in more than 225 countries and territories to publish over 2.5 million books. The company is dedicated to making the world a better place, one book at a time, through sustainable practices, innovative print-on-demand products, and a commitment to excellent service.



12% increase in work efficiency



100 employees company-wide leveraging ClickUp



2 project management tools replaced with one powerful platform

01

## The Challenge: Customer Experience Improvements Stalled by Clunky Processes and Tools

The hundreds of thousands of creators who use Lulu rely on the platform to publish, print, and sell their books globally. As Lulu has grown over the past two decades, customer expectations have also increased. Creators, entrepreneurs, and writers who want to share their content with the world required more functionality and resources as they navigated their self-publishing experience with Lulu.

So Lulu worked to improve its customer experience with new product innovations and marketing programs, but needed help managing growth and new initiatives across teams. Clunky processes and tools created inefficiencies for the company's product and development teams. Redundant manual work was wasting precious time and hindering innovation and creativity.

*“When we were using Jira, our developers were updating platform code that wasn’t associated with Jira at all. Then they would have to spend time going back into Jira and manually make a status change. We spent too much time trying to determine feature statuses rather than focusing on delivering them,” says Nick Foster, Director, Product Management.*

In addition, Lulu's marketing team was experiencing its own issues. When managing marketing campaigns for an international company, keeping track of all of the moving pieces can be tricky. The team needed greater visibility into daily tasks and project progress as work moved between the creative team and campaign managers.

Staying connected with the product team around product release marketing assets was a challenge, as well, with both teams tracking the same work in different tools. Meeting deadlines became chaotic and stressful for all involved. Content creators on the marketing team were receiving requests through numerous different avenues, including emails, chat messages, video calls, and in-person conversations. This led to multiple questions and time-consuming dialogue about projects, as well as inconsistent approaches to getting work done.

*Our engineers and product managers were bogged down with manual status updates between Jira and other tools. With ClickUp, we've regained hours of wasted time on duplicative tasks. Even better, we've accelerated product releases by improving work handoff between QA, tech writing, and marketing.*

**NICK FOSTER**, DIRECTOR, PRODUCT MANAGEMENT  
LULU

02

## The Solution: One Source of Truth for Greater Transparency, Accountability, and Efficiency

Lulu needed a new project management platform to help employees become experts at their jobs and build a better customer experience. The company switched from Jira and Bascamp to one powerful platform: [ClickUp](#). Today, 100 employees across the organization leverage ClickUp to simplify work and get more done.

2a

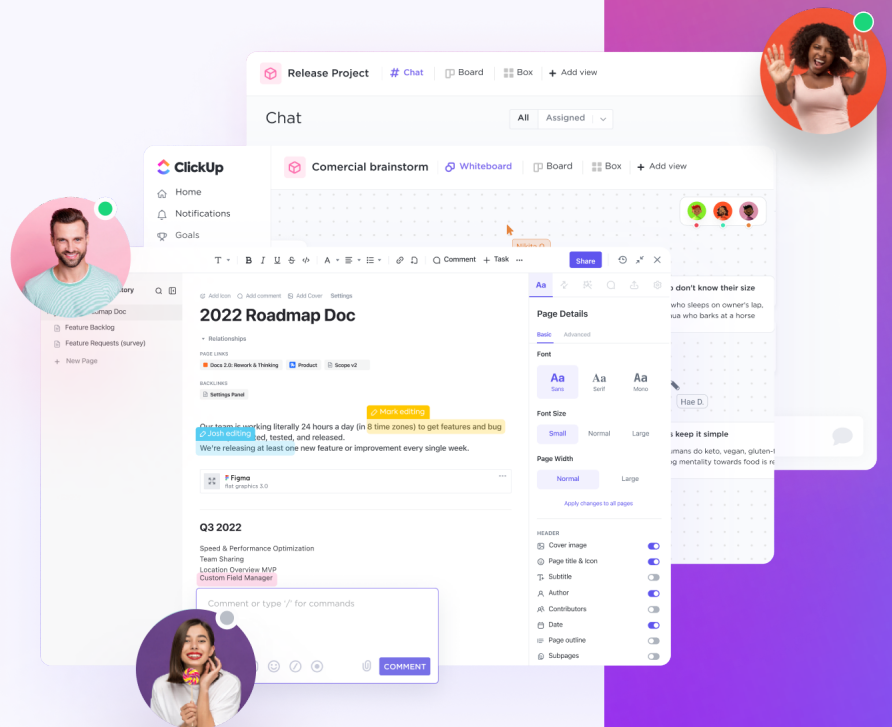
### Accelerated product innovation with streamlined product release process

Thanks to ClickUp's [Integration](#) with GitLab and the robust [Automations](#) feature, Lulu's product and development team has eliminated routine and manual tasks. Developers no longer need to spend time making manual status updates. The entire team can now focus on the work that matters most and innovate faster.

*"ClickUp helps us organize our product and feature roadmap so we can easily introduce new features and functionality to customers, and continually check to see how we're progressing toward our goals," Nick says. "At the end of the day, our number one goal is to make better products for our customers, and ClickUp helps us do that."*

Lulu has also improved the project and task hand-off process between various teams, like quality assurance, support, and marketing, using ClickUp. Employees can now find all of the information they need in one place.

*"ClickUp helps us keep everybody on the same page," Nick says. "If we fix a bug, we want to make sure our support team knows so they can tell the customer who reported it that it was fixed. Keeping them in the loop within ClickUp makes everything a lot easier."*



**2b**

## Optimized, iterative process for creating marketing materials

Lulu's marketing team has also streamlined its workload with ClickUp. The company used native Forms and Automations to build new workflows for its creative team to intake projects like creating YouTube videos, webinars, guides and templates, and other assets for [Lulu University](#), a video series that offers pro-tips on self-publishing. This optimized, iterative process has enabled team members to stay organized, clearly understand the workload, and confidently set project expectations with other departments across the organization.

The creative team no longer receives requests through numerous different communication channels. Consolidating the information in ClickUp has minimized questions and back-and-forth about projects, as well as inconsistent processes.

*"A project management platform is essential for a marketing team, and we love that it helps us stay connected to other departments," says Chelsea Bennett, Brand Engagement Manager. "We use ClickUp literally every day, for everything. It has been very helpful for our creative team and has made their workflow better and more efficient."*

**2c**

## One source of truth provides new level of visibility

Lulu's product and development, customer experience, and marketing teams are now better equipped to evaluate projects using ClickUp. Every employee can reference project details in one central location, quickly and easily. This ensures that even the smallest task doesn't fall through the cracks if, for example, a team member goes on vacation.

*"We want employees to become experts at their jobs and productivity—not just the tools," Chelsea says. "We're all becoming experts at navigating ClickUp, which is very easy to do. Being able to see at a glance what everyone's working on, what needs to be done, and what is at the top of the priority list is huge—and really helpful."*

ClickUp has also helped Lulu improve cross-departmental collaboration. Even one-on-one meetings run more smoothly thanks to the Forms feature.


*"I've moved my direct reports to Clickup for one-on-one meetings. They receive a reminder to complete the form the day before we meet. Any followup tasks that arise within our meeting are easily documented and stays within Clickup for easy tracking." Nick says.*


The biggest benefit? All of these improvements to organization and efficiency result in a better experience for Lulu's customers.

*ClickUp has helped us increase transparency and visibility. It has also enabled us to eliminate processes that were redundant and become more efficient.*

**CHELSEA BENNETT,**  
BRAND ENGAGEMENT MANAGER,  
LULU

### RESULTS

 **12% increase in work efficiency**

 **100 employees company-wide leveraging ClickUp**

 **2 project management tools replaced with one powerful platform**

**2c**

## The Conclusion: Lulu Reclaims Wasted Time and Improves Customer Experience

With the help of ClickUp, Lulu is empowering authors, creators, and employees to share their diverse stories with audiences around the globe. The ability to drive innovative product development and marketing campaigns in a more organized, efficient way is central to Lulu's mission to make the world a better place, one book at a time. With the company's product and marketing teams now unified on a centralized platform that tracks progress against their goals, Lulu is eliminating departmental silos and increasing visibility into project progress.