How Pigment Increases Onboarding Efficiency by 88% with ClickUp

Pigment is the business planning platform for forward-thinking companies with customers like Figma, Carta, and Deliveroo. Their mission is to help companies make smarter strategic business decisions in a changing world to drive revenue growth. Pigment's software enables forward-thinking executives and finance teams to get a full-spectrum view of their business and to model any scenario.
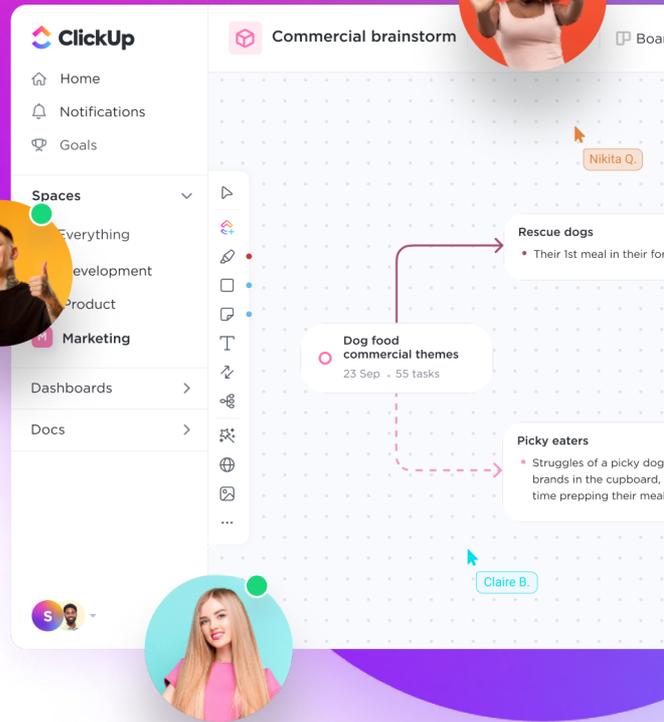
88% increase in onboarding efficiency enables employees to deliver impact faster

83% reduction in cycle time for bug fixes

20% increase in team communication efficiency

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01 The Challenge: Hyper-Growth Caused Onboarding Challenges

When software company Pigment completed its Series B funding round, demand for its software solution grew, resulting in the organization tripling its headcount in six months. However, as is often the case, such rapid growth presented significant human resources challenges.

Pigment was already leveraging best-of-breed technology in each department, such as Salesforce, Outreach and Gong for its sales team. Still, the company needed one central platform for the entire organization to use for collaboration.

"We wanted to make sure that all the different teams—BDRs to account executives, solution architects to customer success managers, and rev-ops experts—shared a common platform where we could work together and nothing fell through the cracks," says Alexis Valentin, Global Head of Business Development at Pigment. "We wanted to maintain high efficiency in our day-to-day operations as we scaled up in a remote first and global environment."

Pigment also realized that as new employees joined the team, its inefficient onboarding process was hindering everyone's success.

Pigment needed to streamline onboarding by moving from back-and-forth emails, Slack messages, and static Notion checklists to a faster, more effective process. The company needed to get new employees up to speed and empower them to make a substantial contribution quickly. Pigment also wanted to make the onboarding process enjoyable for the new hires and to welcome them into the company culture—even while working on a predominantly remote team.

> *None of our existing tools were user-friendly for task management. ClickUp provided a powerful alternative that was both simple, flexible - and pleasant to use.*
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> **ALEXIS VALENTIN**, GLOBAL HEAD OF BUSINESS DEVELOPMENT, PIGMENT

02 The Solution: Central Hub for Company-wide Collaboration that Scales with Pigment

As Pigment searched for the right solution to centralize collaboration for the entire organization, a few key criteria were top of mind. Pigment needed a fast-performing, cost-effective platform that offered integrations with other tools, as well as features to assign tasks to multiple team members. Before selecting ClickUp, Pigment evaluated other tools such as Monday.com and Asana. Unlike the other contenders, ClickUp checked all of the boxes.

"It's critical to look for a platform that your team will enjoy using, that's easy to implement, and that will be capable of scale as we grow the team and use cases," Alexis says.

ClickUp hit the mark in all areas, and offered three main benefits in particular.

2a One platform for collaborative work management

While each team at Pigment uses its own specialized tools, ClickUp provides the company with the central platform it needs for cross-functional collaboration. Since adopting ClickUp, numerous workflows have been improved, from employee onboarding to client software deployment to bug ticketing.

A favorite feature is the Gantt view, which enables teams to schedule, manage, and prioritize anything into an elegant project timeline.

"Leveraging ClickUp has enabled us to clear the fog around collaboration, compared to Slack, for example—which is a good tool, but things get lost. With ClickUp, I can delegate tasks to my team quickly without forgetting, and get reminded when the due date is approaching," Alexis says.
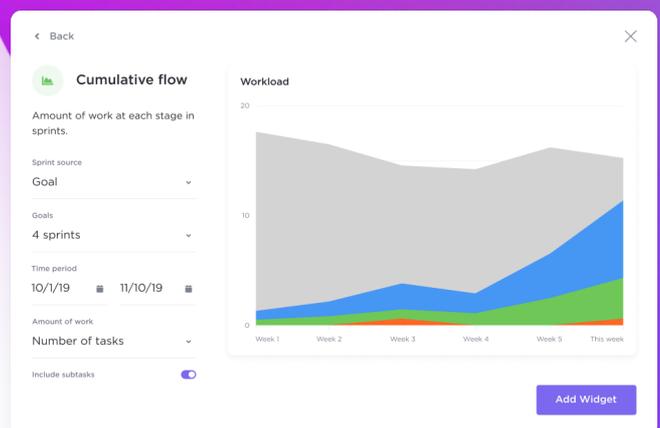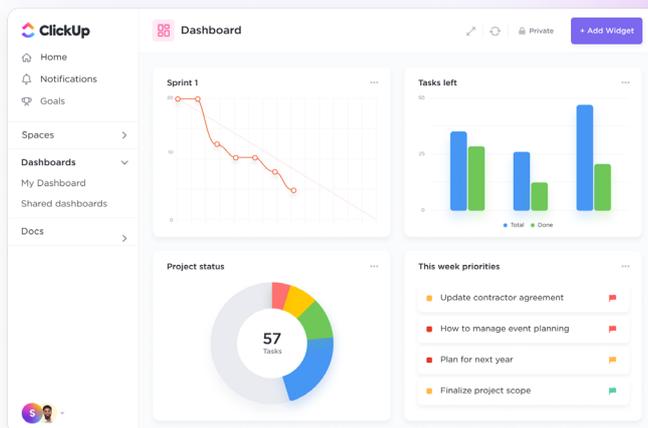
2b **Streamlined communication**

With 100+ employees now leveraging ClickUp, delegation has become a breeze. ClickUp's Tasks allow for powerful work management that can be customized for every need. Tasks can be assigned to multiple owners, which means Pigment can help teams plan, organize, and collaborate on any project with ease.

"The fact that multiple people can own tasks in ClickUp might seem like small stuff, but all of those smart details are very important," Alexis says.

Each Pigment team member also loves ClickUp's Notifications. With ClickUp, any action in the platform can trigger a notification, so users have the flexibility to set notifications up based on task activities such as start dates, due dates, and comments.

Ultimately, all of these functionalities help streamline collaboration and increase project efficiency.

2c **Newly optimized onboarding process**

Pigment's employee headcount has tripled in the last six months and the company is adding new staff to the team every week. ClickUp's Templates and Automations have become an invaluable part of the onboarding process.

ClickUp enables Pigment to provide each team with specific resources for each new employee, including immediate access to the tools they need. As a result, incoming staff members can start making a powerful contribution sooner.

"With ClickUp, we reduced the time it takes to dispatch tasks and execute them, from a couple of days to a couple of hours," Alexis says. *"Now people know which tasks are pending for their onboarding and what they have to do—which is a nightmare to try to organize by email. Managers are one click away, thanks to templates, of creating onboarding boards for each new joiner. Game changer."*

Not only has Pigment optimized the onboarding process, the team has improved the resolution time for tech-stack bug fixes. "By streamlining the ticket workflow with ClickUp, what used to take an external consultant three days to resolve has been reduced to just hours, thanks to ClickUp's robust external collaboration capabilities," Alexis says.

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Our team is very happy with ClickUp because on the platform they can find everything they need to get their work done, and it's extremely easy to use compared to other tools.
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ALEXIS VALENTIN, **GLOBAL HEAD OF BUSINESS DEVELOPMENT, PIGMENT**

ClickUp

> *ClickUp's functionality, like the ability to take a screenshot with the ClickUp plug-in then automatically attach it to a task, makes our lives easier every day.*

ALEXIS VALENTIN, GLOBAL HEAD OF BUSINESS DEVELOPMENT, PIGMENT

03 The Conclusion: Navigating Hyper-growth with Ease and Speed

Fueled by rapid growth, Pigment needed to scale processes to handle the projected volume of cross-functional work and to onboard new hires faster so they could become productive right away. Pigment embarked on a robust vendor evaluation process and ultimately chose ClickUp because of its powerful, flexible, and cost-effective platform. Now Pigment has one source of truth for collaboration between teams across the entire company.