NUCLEUS RESEARCH

THE ROI OF CLICKUP

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THE BOTTOM LINE

The real value of a project management platform comes from its ability to consolidate solutions, organize complex workflows, assign tasks, and manage projects. Nucleus interviewed customers utilizing ClickUp and found that while most experienced negligible time savings, all benefited from its ability to organize and manage complex projects. Nucleus found that one customer was able to increase their project load by more than 15 percent as a result of implementing ClickUp's task management functionality.

OVERVIEW

As an organization grows, so does the need for task management solutions. Projects often go through lengthy review and approval processes inundated with manual work, which causes the project pipeline to get clogged up. This, in turn, reduces the efficiency of project managers and business analysts who lose valuable time to internal bureaucracy and lack the organizational tools needed to complete projects in a timely manner. Remote work further complicates these issues as the benefits gained from on-site teams degrade due to a lack of solutions that bridge the digital divide between on-site and remote employees. Project management solutions assist businesses in streamlining, automating, and organizing the project management process and assigns tasks to the relevant teams and employees involved. These solutions also help organizations with a hybrid or remote workforce to keep track of tasks while also providing visibility into the progress of a project, thus improving productivity.

ClickUp can enable organizations to increase project load by more than 15%

CLICKUP

ClickUp is a project management solution that organizes and streamlines the project management process. The solution includes functionality for general project management, as well as sales, marketing, HR, finance, design, and product development. ClickUp is highly configurable and allows organizations to tailor workspaces to their specific business needs. The solution provides its users with automation capabilities which allow for processes and tasks to be automatically assigned to the relevant teams and employees required to finish a project. The automation also enables organizations to eliminate low value and time-consuming processes that delay projects, such as intake forms that must be sorted and sent to the relevant parties. This enables businesses to significantly free up time between when a proposal occurs and when work can actually begin. ClickUp serves to help businesses organize their workflows and ensure that projects are completed on time.

BENEFITS

ClickUp provides a centralized platform that allows organizations to integrate and manage a range of solutions through a single interface. The consolidation of these solutions enables organizations to react more quickly to business developments and eliminates the need to toggle between different systems. Users can start a project, set parameters, develop tasks, automate processes, and track progress all within a collaborative workspace. Nucleus found that ClickUp's functionality enables organizations to increase project load by eliminating redundant processes and streamlining the project timeline. Tasks can be configured so that one must be completed before the next can begin and can even be automatically assigned to the next employee in the process once the previous one is complete. Nucleus found that customers reported task management and automation to be ClickUp's greatest strengths. All customers reported that project disorganization was a significant issue that often hindered productivity prior to deployment. By housing everything within the ClickUp platform, issues related to poor organization and the inability to meet deadlines were reduced or eliminated.

ClickUp's main goal is to save organizations time. Nucleus interviewed ClikckUp customers to assess the extent of the time savings experienced by its users and found that while ClickUp does save organizations time in some instances, only one of the customers interviewed was able to realize any significant time savings. While this may seem, at first, like ClickUp is failing to deliver on its core value proposition, Nucleus found that its customers noted the value ClickUp provides far surpasses the uncertainty of time savings realized. The organizational benefits the product delivers greatly improves the efficiency of task completion and provides the visibility necessary to complete projects in a timely manner. Ultimately, what mattered to the customers was their ability to deliver quality work in an efficient manner, which was made possible through the implementation of ClickUp. All customers stated that they were happy with ClickUp and would not consider switching solutions.

CUSTOMER EXPERIENCE

Nucleus Interviewed customers utilizing ClickUp to examine the benefits of the platform.

MARKETING FIRM

This global marketing firm employs more than 250 staff and has been using ClickUp for approximately two years. Prior to adopting ClickUp, the organization utilized Close.io for CRM and employed basic spreadsheets for task management. The organization used these solutions to maintain deadlines, manage projects, assign tasks, and communicate with clients. Business leaders within the organization noted that the organization was facing significant issues in maintaining deadlines and felt that projects always got completed at the last minute. The use of legacy spreadsheet systems for task management meant managers had to rely on employees to remember the tasks they were assigned. It was at this step in the project timeline that tasks would get lost in meetings, which meant that projects would get delayed because critical steps were missed.

The inability to maintain a constant stream of quality work was hindering the organization's ability to grow and attract new clients, which led business leaders to consider a full-suite task management solution.

ClickUp saved one organization 4 hours per project

The organization decided to deploy ClickUp due to its strong functionality and integrations. Upon deployment, ClickUp enabled the organization to consolidate their solutions and provide detailed task management and automation of task assignment. The ability to clearly delineate the tasks that needed to be completed and set timelines greatly improved the organization's ability to complete projects on time. The organization was also able to substantially cut down on the amount of time they needed to complete a project. Nucleus found that during the lifetime of a project, ClickUp was able to save the organization at least four hours every week. This represented a ten percent weekly time savings for the organization, which was used to increase its client capacity and grow its revenue in just a few months. Nucleus also found that the organization was able to increase its project case load by 15 percent due to its ability to streamline processes and automate manual work. While the organization did not quite save a day a week in their processes, the CEO highlighted that the value the product brought in organizing and streamlining their project management process vastly outweighed the need to realize significant time savings. Further, the ability to attract more clients and increase the capacity for projects in the pipeline allowed the organization to increase its profitability.

WEB DEVELOPMENT

This organization employs approximately 20 staff and has been using ClickUp for two years. Prior to implementing ClickUp, the organization employed a mix of solutions including Trello, Asana, Jira, and Slack to manage their project pipeline and tasks. Business leaders within the organization noted that utilizing multiple solutions within company was causing significant issues associated with constantly switching from one platform to another. This caused difficulty in completing projects in a timely manner and often meant that tasks were not completed in the order they were supposed to be completed. Employees were already utilizing ClickUp for external purposes, where clients were kept up to date on project progress through the ClickUp dashboard. After receiving positive feedback from clients on the solution's project tracking, the organization decided it was best to adopt ClickUp and eliminate the usage of other solutions.

After implementing ClickUp, The CEO noted that disorganization was no longer an issue plaguing the company, as the organization now has a centralized database for projects and tasks. This greatly improved the visibility of projects within the company which enabled improved project tracking. Nucleus analyzed the productivity benefits of the deployment and found that the organization was able to save approximately one to two hours every week and three hours per person per project by utilizing automation and task management capabilities. The CEO noted, however, that the value driven by the product is worth far more than the time savings experienced by the firm. Having a centralized platform where every task can be clearly stated and automatically assigned to an employee improved the organization within the company, which ultimately enabled it to deliver better quality work to its clients.

LOOKING AHEAD

While time savings were difficult to quantify for some customers, Nucleus expects organizations using ClickUp to realize time savings of 15 to 25 percent, with larger organizations materializing benefits at the upper range. The expansive functionality within ClickUp coupled with its automation capabilities makes ClickUp a competitive alternative to other project management vendors. Nucleus expects that as ClickUp continues to expand its product offerings, it will be able to further differentiate itself by offering more functionality and integrations than other vendors.