ClickUp | SEEQUENT

# How Seequent centralizes work, boosts productivity by up to 50% using ClickUp

Seequent creates and integrates world-leading Earth modelling, geo-data management, and team collaboration software. The company transforms how geo-professionals work, eliminating barriers to understanding by connecting the software, teams, and tools they need. Seequent enables customers in more than 100 countries to see a more complete picture of the Earth's subsurface.
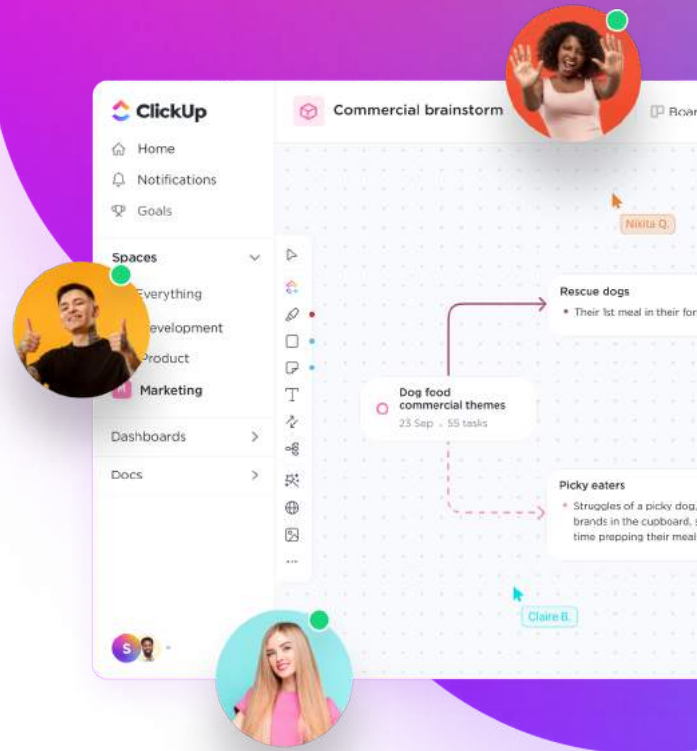
Up to 50% improvement in resource management

Up to 2—3x increase in work efficiency

1 single source of truth

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01 The challenge: Disconnected tools and poor project visibility hindered collaboration and scale

At Seequent, the Customer Experience team's (CX team) mission is to expand on the company's vision of helping geo-professionals build a more resilient world. However, the team's lack of centralized collaboration didn't support the scale needed to take marketing tactics and global campaign launch strategies to the next level. The team was using a variety of tools to manage and collaborate on marketing projects and campaigns, including email, Word docs, spreadsheets, Miro, Smartsheet, Teams, and Slack.

There was a lack of defined processes, so each team member created their own. Seequent also lacked a central line of sight into resource availability, which made smooth project management even more difficult.

"Inbound requests would come through via email, often lacking complete information, and we had to go back and forth to clarify before we could get started," says Victoria Berryman, Marketing Operations Manager at Seequent. "Then we had to use a second tool, Google Sheets, to allocate a job number and person responsible for each initiative. This quickly became out of date and difficult to trust as a reliable source."

This cumbersome workflow led to a lack of visibility into projects across the business and resulted in employees working in silos, not aware that projects sometimes overlapped.

To address these challenges, Seequent's leadership asked Victoria to implement project management software. However, she quickly realized that the chosen tool's user interface and hierarchy weren't going to meet the company's needs. She searched for an alternate solution and decided on ClickUp.

Not only was ClickUp over 50% cheaper, but it also had greater functionality and ability to scale throughout the business. The platform's Everything and Workload views, along with the ability to have label custom field types and remapping of dates, were also some key considerations in the decision-making process.

Victoria put together a business case proposing a change to ClickUp. Her case persuaded Seequent to change direction on its software choice.

ClickUp has helped us centralize our resources, communication, and project management, making us twice—if not three times—as efficient.

VICTORIA BERRYMAN, MARKETING OPERATIONS MANAGER AT SEEQUENT

02 The Solution: One central location for project overviews, communication, and execution

Today, Seequent's CX team— including the marketing, brand, experience design, regional marketing, and training teams — all use ClickUp. The powerful platform has transformed the teams in several key ways.

2a Customizable project organization, from high-level to detailed views

Thanks to ClickUp's customizable project views, Seequent now has visibility into all projects across the entire CX team and can see how each project aligns with the company's high-level strategic objectives. Each team's specific strategies are also outlined in ClickUp, and action items are detailed in Lists and Tasks.

"Project details are summarized in Gantt or calendar views for internal stakeholders who don't need to see the nitty-gritty elements," Victoria says. "And the employees delivering on those tasks know exactly where to look to find information and the current status."
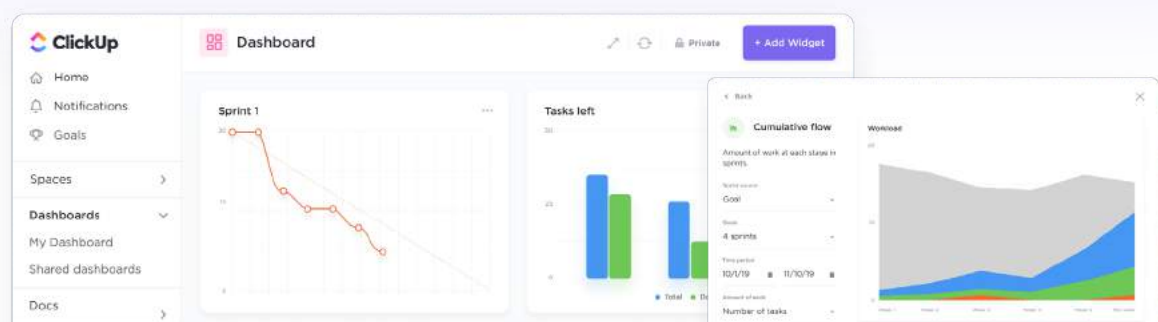
2b   Improved knowledge and process sharing

Seequent has developed comprehensive processes and documentation on each project using ClickUp's Docs. By leveraging the Docs view to outline the processes and the Kanban Board or Task view to display FAQs or reference materials, team members now know exactly where to look when they have a question or need to remind themselves of a process.

"Having our team's process documentation and task management in one place helps us save time searching for things. It also provides us with one single source of truth for information," Victoria says.

2c   Streamlined project intake process

"Email is out, ClickUp forms are in!" says Victoria.

Seequent now uses Forms to receive all inbound requests to the CX team. This means employees no longer have to worry about missing information or send emails to communicate project updates.

"Everything lives in ClickUp, which has streamlined our communications and ensures we are all — quite literally — on the same page," Victoria adds.

2d   Game-changing approach to resource management

ClickUp's Workload view enables Seequent to monitor and allocate work based on capacity and capability. As such, the CX team uses a project's estimated hours to ensure they're keeping on top of resource availability and managing expectations of the stakeholders who have requested projects. They also use comments and updates on tasks to keep project requestors apprised of each project's status.

"We're now able to more effectively monitor and protect our resources and time," Victoria says.

> ❝ *With ClickUp, we've saved countless hours by eliminating unnecessary meetings to talk about project updates. Now our meetings are time to work on solutions.*
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> **VICTORIA BERRYMAN**, MARKETING OPERATIONS MANAGER AT SEEQUENT

03 The conclusion: Streamed operations and focusing on the big picture

With ClickUp, Seequent has successfully centralized work, increased process efficiency, and boosted productivity.

"We have a team full of intelligent, driven, and capable people who were caught up in the day-to-day churn of requests, which means they didn't get the opportunity to focus on the bigger picture," Victoria says.

By leveraging ClickUp to gradually introduce processes and create visibility into upcoming projects, Seequent has made a positive change in a new direction. ClickUp's user-friendly, flexible platform has also helped the CX team avoid rigidity in their working style.

"Before, it was all a bit too complicated. We needed a platform that would make all of our work visible — one that would move as fast as the business does," Victoria says. *"Now it's hard to imagine life without ClickUp."*

Today, Seequent's CX team is looking to expand ClickUp to other areas of the business so a greater number of employees can benefit from the ability to simplify work and get more done.

The Results

50% improved in resource managing

2–3x increase in work efficiency

1 single source of truth