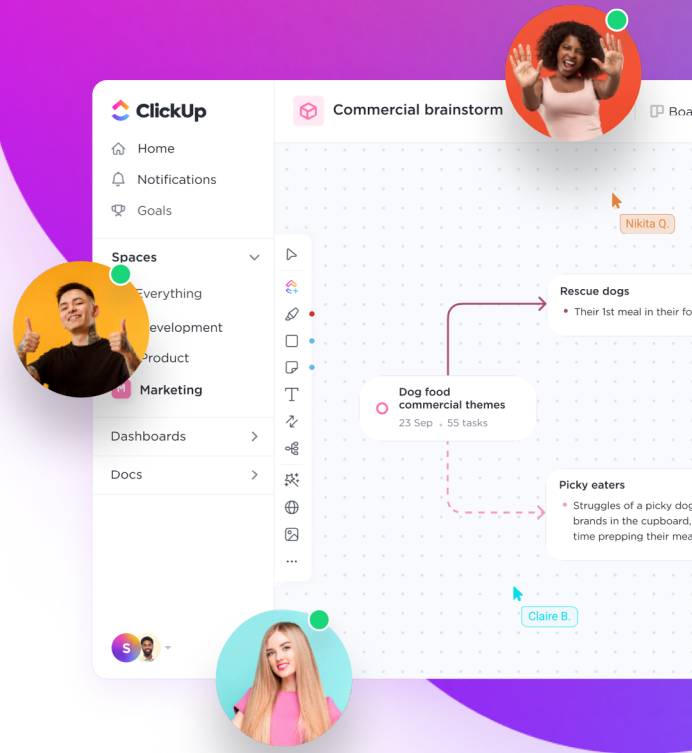






# How QubicaAMF achieves project visibility, improves project delivery by 35% with ClickUp

QubicaAMF is on a mission to make bowling amazing. With more than 100 years of experience, QubicaAMF is the largest and most innovative bowling equipment provider in the world. The company of 600 staff builds and modernizes more bowling entertainment centers than any other company in the industry, and has an installed base of more than 10,000 bowling centers throughout 90 countries.



 **35% increase in on-time delivery**

 **5+ hours saved each week previously spent searching for information**

 **40% time saved creating reports and charts**

 **80% improvement in the organization of projects**

## 01 The challenge: Inefficient communication and collaboration slowed down project delivery

QubicaAMF's Project Coordination team is responsible for creating processes to support on-site implementation of the company's bowling gear and machinery at customer facilities worldwide. However, scaling operations globally and expanding the company's team came with growing pains.

Status updates and communication regarding client projects were siloed in emails and Excel spreadsheets where only one employee could work on them at a time. The lack of a central project management platform hindered collaboration, slowed communication, and made capturing and storing data on client projects nearly impossible to scale.

*"We needed to make sure our internal processes were equipped to be successful," says Charles Frey, Process Manager at QubicaAMF. "ClickUp was recommended to us—the pricing was great, the information gathering was exactly what we needed, and it seemed like a platform that could grow with the company."*

Once QubicaAMF saw how many issues ClickUp would resolve, the company decided to move forward with implementation. That was more than four years ago, and QubicaAMF has never looked back.



*My experience with ClickUp has been life changing. I came from a world where everything was in Excel. Moving to ClickUp allows us to be smarter, faster, and on the cutting edge of our industry.*

CHARLES FREY, PROCESS MANAGER AT QUBICAAMF

02

## The Solution: Centralized team productivity hub improves project delivery

Now all parties involved with client project delivery collaborate and communicate in ClickUp, including QubicaAMF's Sales, Project Coordination, Quoting, Order Entry, and Electronic Production Lab teams. This has boosted teamwork company-wide by 60%.

2a

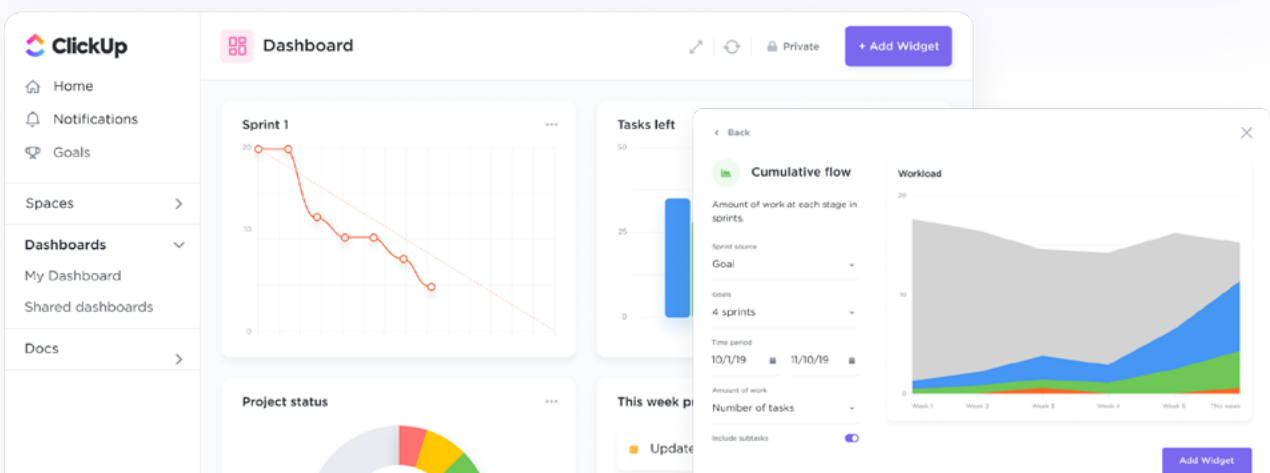
## Streamlined intake process drives consistent approach to project management

QubicaAMF's Project Coordination team no longer struggles with Excel spreadsheets thanks to ClickUp. The team now uses ClickUp's [Templates](#), [Automations](#), and [Zapier Integration](#) to streamline its project intake process and manage each project with ease.

At the beginning of a new project, the company's District Sales Managers fill out a detailed, dynamic questionnaire built with Cognito Forms. The purpose is to ensure the accuracy of all information about customer equipment that has been purchased for a bowling center.

QubicaAMF uses ClickUp's Zapier Integration to connect Cognito Forms with ClickUp and automatically create tasks for the Project Coordination team in ClickUp. The team runs with the project from there, making sure everything goes smoothly.

*"We use ClickUp Automations in just about every way possible, but the ability to link lesser-known platforms like Cognito Forms with ClickUp was huge for us," Charles says. "Now we can take data and automatically import it into the custom fields in our project template. Certain fields populate automatically, depending on phase or status. We also have automatic comments, which are basically little reminders to make sure particular tasks get done."*



**2b**

## Better project visibility and KPI tracking

Not only has QubicaAMF streamlined project intake and management with ClickUp, but the company has also increased visibility around key performance indicators. For example, the Sales team uses ClickUp [Dashboards](#) to see how many projects they have in the pipeline, what has been sold, and how much revenue they've generated.

*"With ClickUp, each salesperson has their own custom dashboard. They can see so much important information around the progression of their client projects and revenue impact that they couldn't see before," says Charles.*

Project Coordinators also use the dashboards to keep track of their progress, and the department manager can get a bird's-eye view of what every team member is working on. Leveraging this feature of ClickUp has helped the team save time creating reports and charts.

*"I don't think I've ever seen any platform provide this level of visibility," Charles says. "The ClickUp interface is clean and it's easy to use."*

QubicaAMF also uses ClickUp Dashboards to track the steps and time it takes to configure computer servers, pin-pads, and routers that customers order from the company.

*"When a product order comes in, an automation in ClickUp applies a template to that order. This allows us to track each order so that no steps are missed during project/product configuration, and we can track how long it takes to produce each project or product," Charles says. "This is useful because it prevents errors and boosts our tracking capabilities."*

**2c**

## Taking client experience to the next level

In addition, QubicaAMF leverages ClickUp to deliver a better client experience with improved communication. ClickUp's [Twilio Integration](#) allows the company to automate a text notification workflow to keep clients in the loop on project progress. The workflow sends custom text messages as each phase of a project is completed.

*"ClickUp has allowed us to focus on project execution instead of paperwork. Improved communication and faster delivery has made our customers happier and allowed me to excel in my role," Charles says.*



*Our team can now work on the same project together and communicate with any stakeholder instantly, wherever they are. ClickUp houses all of our projects—previous, current, and future.*




**CHARLES FREY, PROCESS MANAGER AT QUBICAAMF**

### 03 The conclusion: optimizing project delivery and insights

Using ClickUp to scope and deploy projects on-site for clients has given QubicaAMF's Project Coordination team greater visibility into their work and has enhanced project delivery across the entire company.

*"We're also capturing a lot more data than we were before ClickUp, and I can solve the pain points people approach me with," Charles says. "Using this platform is a breath of fresh air."*

### The Results

-  **35% increase in on-time delivery**
-  **5+ hours saved each week previously spent searching for information**
-  **40% time saved creating reports and charts**
-  **80% improvement in the organization of projects**

