



How a Large PR Firm Streamlined Their Time Tracking and Forecasting with BQE CORE

In the ever-evolving professional services industry, efficiency and productivity reign supreme. Every firm, no matter how successful, is in a constant state of improvement, searching for ways to streamline their processes and take their performance to the next level.

Pierpont Communications, a public relations, marketing, communications, and public affairs agency, is no exception.

Before embracing BQE CORE, Pierpont worked with manual and outdated point solutions software, which led to missed profits and a burdensome time tracking process.

However, with BQE CORE, Pierpont's team was empowered to streamline their time tracking process, allocate their hours more effectively, and manage their time with improved efficiency, ultimately resulting in a boost in performance and maximized profits.

About Pierpont Communications

Pierpont Communications is a prominent public relations, marketing, communications, and public affairs agency based in Texas that has been serving its clients for over 30 years.

With a focus on delivering measurable outcomes for its clients, Pierpont has assisted some of the world's largest brands in reaching their target audiences and improving their reputations.

The Search for a Sophisticated Time Tracking Tool

A significant part of the team's daily operations revolves around meticulous time tracking. As a company that bills its clients based on time spent, Pierpont must keep track of their time down to the very minute.

Before adopting BQE CORE, Pierpont utilized BQE Software's former software, BillQuick. Prior to BillQuick, the firm relied on a point solutions software, Harvest, exclusively for time tracking.



Pierpont Communications

Located In: Houston, Texas

Founded In: 1987

Number of Employees: 11-50

About: Pierpont is the largest independent public relations, marketing, digital strategy, and public affairs firm in Texas. Forbes recently named us as one of America's Best PR Agencies and awarded us the coveted five-star ranking.



Pierpont's team was empowered to streamline their time tracking process, allocate their hours more effectively

The Search for a Sophisticated Time Tracking Tool (cont.)

However, this proved to be problematic for Pierpont due to the software's outdated system, which made it challenging to use and manage. Tired of dealing with this frustrating software, the company sought a newer, more sophisticated tool specifically tailored to their fast-paced environment.

Easy Time Editing Capabilities

One of Pierpont's most significant challenges with their previous point solutions software and manual processes, prior to BQE CORE and even BillQuick, was the significant lack of speed.

The team found that Harvest, took an excessive amount of time to load, making it a cumbersome task to go back and make necessary edits to adjust time.

Making simple edits required the team to halt their current work and wait for an administrator to make the changes on their behalf.

BQE CORE, on the other hand, provided a quick and efficient solution to this problem.

The platform was designed to be more user-friendly, allowing the team to make necessary adjustments to edit time without any delays. The team can now make these changes themselves, quickly and easily, without having to rely on administrators to handle the changes through tedious written orders.

Allocations and Forecasting

One of the most beloved features of BQE CORE for the team at Pierpont was the Allocations and Forecasting tool. As part of their daily operations, the team consistently allocated their hours for the upcoming month, projecting the amount of time and resources that each account will require.

In the past, this was a time-consuming process that involved inserting a new template and client account each month and manually inputting the necessary hours and allocations.

With BQE CORE, the system remembers the information once it's been inputted, which eliminates the need to repeat the process every month.

As a result, the team can easily view the information from the previous month and allocate their time accordingly, often resulting in the same amount of time and resources being allocated to each account.

This streamlined process significantly reduced the time and effort required for the forecasting process.



BQE CORE, on the other hand, provided a quick and efficient solution to this problem.

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Request Demo



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Allocations and Forecasting (cont.)

"Now at the end of the month when we need to allocate our time for the following month, I can easily view what I put in for the previous month, and it typically tends to roll over and be the same amount, so I can just hit the number - boom - easily taking care of the math," Sylvester Palacios Jr., Senior Account Supervisor at Pierpont Communications.

A Simple and Effortless Time Tracking Process

The team at Pierpont relies on BQE CORE daily to streamline their time tracking and recordkeeping processes. Prior to adopting the platform, the team waited until the end of the month to address time tracking, which proved to be a significant inconvenience and hindered their productivity.

However, with BQE CORE, time tracking became a simple and effortless task.

To ensure accurate time tracking, the team must insert their time for the week by Monday morning at 9 am, which requires them to verify the previous week's hours for accuracy. Despite having new software, some team members continued to use manual entry, which involved recording their time in an Excel spreadsheet before logging it into the system on Monday morning.

In contrast, Palacios and his team used BQE CORE in real-time, inserting their time as they work on a project and adding any relevant notes.

This method eliminates the need for tedious manual entry and prevents costly mistakes.

"I don't have to transfer any time over. With BQE CORE, it's all already in there." said Palacios. "I can then go and view my time for the week. I can also track the amount of time that I bill for a certain client. This is important because if I've only allocated say, 10 hours for a certain client, for a certain month, and I'm starting to near those 10 hours and we're still 15 days to bill for a certain account, I know that it's possible I'm going to go over-budget on the allocated hours."

BQE CORE helped prevent overbilling by alerting the team to how many hours have already been billed for a specific account. This enabled the team to manage their time better and communicate with their managers to adjust accordingly.

Daily use of BQE CORE involved inserting time as they worked and pulling customizable reports at the end of the month to track progress and stay on budget for each client.



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Time Tracking Manually vs with BQE CORE

Prior to implementing BQE CORE, Pierpont struggled to stay within budget due to the chaotic and cumbersome nature of their time tracking process. Employees found time tracking to be an unpleasant task, resulting in excessive time allocation and missed profits for the company.

Previously, the team would manually input formulas into Excel and duplicate this effort in a time tracking program to track their time.

However, with BQE CORE, the team could input their time directly into the platform, and the system tracked and calculated everything automatically, providing the team with an overview of their time allocation for the month.

This feature enabled the team to know whether they were on target, running low on hours, or had allocated too much time for each account. Before BQE CORE, the team was not aware that they were exceeding their allocated hours until it was too late.

Fortunately, with BQE CORE, the team received real-time notifications, which allowed them to stay ahead of any over-billing issues and adjust their approach accordingly.

This streamlined process enabled the team to maximize their profits and manage their time more efficiently, improving the overall performance of the firm.

Make Time Tracking Easy and Beneficial for Your Firm with BQE CORE

Now that Pierpont Communications uses BQE for their time tracking and forecasting needs, they finally have the tool they need for easier operations and increased profitability.

Try a free demo today to see how BQE CORE can consolidate your firm's work and provide you with time and expense tracking, allocations and forecasting, customized reporting, easy ePayments, and overall project management to create a better workflow.



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