



## ABOUT THE CLIENT

Gravity Global is a full-service marketing communications agency. They help leading global B2B businesses transform using a strategic lens of fame, admiration, and belief.

## RESULTS

**+87%**

Increase in Client Satisfaction

**+99%**

Increase in Task Completion

Build a more **productive**, **profitable**, and **healthy** agency by streamlining your operations in ClickUp.

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# How ZenPilot Helped Gravity Global Complete 99% of Tasks On-Schedule and Create the Operational Certainty to Scale



*"ZenPilot has got us all rowing in the same direction. Our operations are much more efficient now. Thanks to ZenPilot, we're headed in a much stronger direction than before."*

Allison Gibbs  
Integrator & VP of Operations, Gravity Global

## Overview

Gravity Global, a marketing communications agency with over 600 team members, was growing quickly but was still missing a fully effective project management solution. Without it, they were not realizing their full potential in efficiency and productivity.

Their team had used ClickUp for 2 years prior to working with ZenPilot, but they still hadn't achieved high-level project visibility and insight into what they needed to improve on.

## Challenge

- Issues weren't identified before they became client fires.
- Account managers couldn't answer client questions quickly.
- Teams weren't consistently held accountable for the work they were doing due to disconnected processes.
- If projects spun off track, it took significant time and resources to find the source of the failure.
- It was difficult to see which teams had capacity and which were overstretched.

## Solution

- Built the PM + Process Blueprint to solve the visibility issues.
- Restructured how Gravity Global organizes tasks, so they are better visualized and managed.
- Trained and certified Gravity Global's team.
- Developed dashboards to provide insights on performance, issues, and capacity.
- Provided Elite Support to adapt systems as business needs evolve.

## Results

- Projects completed faster and with fewer issues
- Efficiency and productivity improved agency-wide
- Management decisions driven by data
- PM systems are easily scalable—and designed to make Gravity Global more profitable and successful