



# functionfox Customer Profile

[www.functionfox.com](http://www.functionfox.com) | Toll-free 1.866.369.8463 | [info@functionfox.com](mailto:info@functionfox.com)

## The choice was Crystal Clear

### HOW TIMEFOX HELPED A ONE-PERSON SHOP GET ON TRACK FOR INCREASED PROFITS

*Kim Sherman is a consultant whose company, Crystal Clear Marketing, faced several problems that often plague small companies as they start up.*

"I didn't have accurate historical data to price projects, I had no method to track contractors' time and I really didn't know how long it took for me to complete projects," says Sherman, "And all of those difficulties became even more apparent when clients wanted to put me on a retainer. I just didn't know how much to charge them."

Sherman had experimented with modified Microsoft® Excel and Access templates but couldn't figure out a simple way to use them to summarize her time entries. She often forgot to track small amounts of billable time, such as time spent writing emails or on phone calls with clients. So she began to look for a time-tracking system that could help.

CRYSTAL  
CLEAR  
MARKETING

"I read about TimeFox in a publication called *HOW*. What sold me on it was its pricing structure and the stopwatch feature," says Sherman.

"I also liked the fact that it is web-based. TimeFox seemed perfect."

Sherman has spent most of her career marketing software products. She believes that while all software vendors strive to meet users' needs, many fail with regard to usability, customer support, or pricing.

"TimeFox is the most solid software product I've ever used," says Sherman, "It does exactly what I need and a lot more, too. It's very intuitive. Now I can show clients exactly how I'm spending my time. I have historical data so I can price projects more accurately. And I have features I never expected, like project-cost

tracking, the ability to set up meetings and a place to keep project-related notes. From the minute I purchased it, a customer support person was assigned to work with me. They helped get me up and running, and answered all my questions."

Sherman recouped her investment in TimeFox within 14 days. "Before TimeFox I was throwing my time away. Now I have a much clearer idea of what it takes to complete projects, and I'm starting to adjust my pricing and streamline my administrative processes. I love that it's web-based, so I don't have to worry about loading software or how the latest software updates are going to affect my ability to track time and bill. It's a very reliable tool that saves me time and makes my life easier."

Now that Sherman is able to generate accurate reports about projects, she no longer has a nagging feeling she's giving away too much time. Her productivity has increased because she's able to create estimates and proposals more quickly, she has been able to cut her administrative time, and can now prepare invoices that include all her billable time.

"FOR ME, TIMEFOX HAS BEEN HUGE BECAUSE IT'S HELPED ME BE MORE PROFITABLE. I LOVE EVERYTHING ABOUT IT – THE PRODUCT, THE CUSTOMER SERVICE, THE USER EXPERIENCE – EVERYTHING," SAYS SHERMAN. ☺

Would she recommend TimeFox to other one-person shops?

"Absolutely"

For more information on Crystal Clear Marketing, please contact Kim Sherman at [kim@operatewithclarity.com](mailto:kim@operatewithclarity.com) or at [www.operatewithclarity.com](http://www.operatewithclarity.com).

[www.functionfox.com](http://www.functionfox.com)

Toll-Free 1.866.369.8463 | [info@functionfox.com](mailto:info@functionfox.com)

Isn't it about time you revolutionized your business?  
Try a free TimeFox Demo at [www.functionfox.com/demo](http://www.functionfox.com/demo)