



functionfox Customer Profile

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What's not to love?

TIMEFOX HELPS KULTURE SHOCK ACHIEVE BETTER CLIENT RELATIONSHIPS, INCREASED REVENUES AND MORE ACCURATE ESTIMATES.

Kulture Shock Media is a web development studio with offices in New York City and Vancouver, Canada. It has extensive interactive experience, creating a wide variety of websites and online applications for brand-name clients such as Adobe, Braun, Canon, Revlon and Warner Bros., among others.

But Kulture Shock had difficulty estimating costs accurately when bidding on new web development projects. They needed a more accurate way of estimating the number of hours required for each new project.

Before deciding to subscribe to TimeFox, Kulture Shock researched a number of solutions available online – they didn't need the very complex project management components that seemed to be part of most other offerings, and they liked the simple, intuitive and easy-to-use interface of TimeFox.

"Being web designers, we agonize over interactive interfaces and we liked the easy functionality of TimeFox," said Sean Bickerton, Managing Partner.

TimeFox has worked brilliantly for them in a number of ways. It has revolutionized the way they work, and their relationships with their clients.

"With TimeFox, we work more efficiently by focusing on billable hours. So we are more profitable, and better able to monitor project costs that used to remain hidden, such as hours spent on project management," said Bickerton.

Bickerton says that his company is better able to estimate bids on new projects because TimeFox helps them look back on actual, previous results for similar projects, and allows them to review each project after completion to determine how accurate the original quote was and what their real profit was for the job.

"It took just a day to become familiar with the system and to customize it," said Bickerton. Once that was done, they found the interface extremely intuitive and easy to use. Bickerton loves the TimeFox stopwatch function, "We always keep a copy open in a browser on our

desktop and use the timer function to keep track of what we're working on and ensure proper cost-accounting. The drop-down lists make it easy to switch to something new," he says.



TimeFox has had a profoundly positive impact on Kulture Shock. It has completely changed the way they think about their business model. They have changed from infrequent periodic billings to regular monthly invoices based on TimeFox reports. This has increased cash flow. In turn, more frequent contact with clients afforded an opportunity to revive stagnating client relationships, allowing them to engage and become more proactive in addressing client needs. This has increased revenue and clients are happier.

"We've become more project-oriented. It's easy to waste time in a day. Recording the time you spend on individual tasks imposes a self-discipline that makes your own time more productive for the company," says Bickerton.

"TIMEFOX HAS HELPED US INCREASE REVENUE AND CASH-FLOW, AND IT'S HELPED IMPROVE OUR CLIENT RELATIONSHIPS AND THE ACCURACY OF OUR ESTIMATING PROCESS. AND WE'RE ALL MORE PRODUCTIVE – WHAT'S NOT TO LOVE?"

For more information on Kulture Shock Media, please visit www.kultureshock.com, email sean@kultureshock.com or call 212.348.8756.

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