



DEBUNKING THE MYTHS OF TRAFFIC MANAGEMENT SYSTEMS

WWW.CSB-CONSULTING.COM

EMAIL: INFO@CSB-CONSULTING.COM

OFFICE: (623) 825-3827

1. A Traffic Management System will solve all of our workflow and process problems.

You must define your process. If you don't know what your processes look like, your system won't know either. Remember, computers are only as smart as the user. They don't know what you don't tell them. Briefly, this means identifying every type of project that enters your shop and then breaking them down into phases and into specific steps that need to be accomplished in order to complete the phase.

2. I don't have time to use a Traffic Management System.

If set up correctly when you begin, a traffic management system will work almost automatically. This means setting up templates for every "size" of each job. These templates should identify all of your typical steps and timeframes. By doing the heavy work initially, you are making it easier to manage projects as they come in. These templates allow you to tweak schedules for individual situations.

3. If I buy a Traffic Management System, it should be ready to run our projects.

There are no industry standard templates available for sale to the highest bidder. You have heard that its about the journey and not the destination. We all get to the same end result - the finished project. How we get there is what makes your agency unique and efficient. Focus on how you can do it better with your culture, clients and staff.

4. Once I set up our system with templates, I won't have to do that again.

Your templates should never be finished. This is the most dynamic part of what we do: how we do it. Technology is constantly changing. We always find ways to become more efficient.

5. We've tried other Traffic Management Systems, and they don't fit what we do. We are different than any other agency.

Traffic Management Systems are efficiency tools: just as a socket wrench is a tool. But if you try to use a socket wrench designed in metrics on a non-metric socket, it won't work. If you try to use a Traffic Management System designed for someone else's workflow, it too won't work. Getting it setup for you in the beginning is critical to its success.

6. There is no way we can determine timelines for templates. Every step of every job is different. It really depends on our workload at the time.

Templates should be created for your worst case scenario, typical for that job. You should remove all outside variables to determine an ideal schedule and the hours to allocate to each task. This schedule can be adjusted for each project.

7. I'm too busy chasing people and chasing down job jackets to update everything in a computer.

A good traffic management system requires input from everyone in the agency. Using a good system should replace at least 80 - 90% of your physical hunting.

8. Defining our workflow in a Traffic Management System is a waste of time. It is only used by the Traffic Manager.

Everyone in the agency can benefit from a well-defined traffic system. Account Managers can view the status of their jobs without having to ask the Traffic Manager. Creatives will know their schedule before being told by the Traffic Manager. New employees benefit by having a well-defined workflow mapped out for each type of job.

9. Once a job is completed, I have no need to refer back to its schedule.

Using a Traffic Management System is an educational process. At first, your scheduling won't be completely accurate. As you study historical data, you will become more proficient at scheduling.

10. I have to finish all projects in my old system before I can use a new system.

Regardless of what system you are moving from, there is a short transition period when you will have projects in both systems. One project should live in one system, never both. You will start to move longer jobs first and begin new jobs in the new system. You will finish shorter jobs in the old system until all active jobs live in your new system.