



App Dev for Media Agency Consortium

PROJECT DETAILS

A Development

B Jan. 2018 - Ongoing

C Less than \$10,000

D *“They are really fast and execute the projects very quickly.”*

PROJECT SUMMARY

Glajumedia developed an internal communications app for a media agency group. The app allows the company to communicate with employees, manage a calendar, and send notifications.

PROJECT FEEDBACK

Glajumedia has helped to digitize and streamline internal processes. The app they delivered has become of the main communication tools amongst employees. The team meets deadlines and offers reasonable quotes. Their ability to understand client needs ultimately drove a successful project.



The Client

Introduce your business and what you do there.

I'm an internal communications specialist at a media agency consortium based in Mexico.

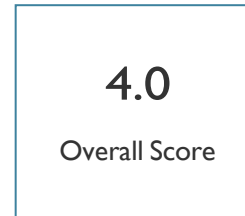
The Challenge

What challenges were you trying to address Glajumedia?

We hired them to develop an app. We needed a way to communicate with our 650 employees directly. We also wanted to manage a calendar and be able to send notifications.

- E** Internal Comms Specialist, Media Agency Consortium
- G** Advertising & marketing
- H** 501-1,000 Employees
- F** Mexico City, Mexico

CLIENT RATING



Quality:	4.0
Schedule:	5.0
Cost:	5.0
Would Refer:	5.0





The Approach

What was the scope of their involvement?

Glajumedia developed a communications app for us. We have a web platform that we use to manage the app and upload all of the information.

What is the team composition?

I have been directly in touch with 3–4 people, and we manage everything with the project manager. When necessary, he puts us in touch with the developers involved in the project.

How did you come to work with Glajumedia?

We spent a few weeks searching for development companies all over Latin America. We came up with four options, and Glajumedia had the proposal closest to what we were looking for. They offered a friendly platform and a very good quote.

How much have you invested in them?

We've paid around \$1,200 for the development. We pay between \$350–\$400 a month for maintenance.

What is the status of this engagement?

We started this project about a year-and-a-half ago in 2018, and we continue working with them.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The app has been a great tool for us. As a company, we were not using any mobile apps or other modern tools, despite being in the communications area. This development has helped us to start bringing digital tools to our staff.

Currently, 550 of our personnel are actively using the app, so we know it has had a great impact. This is especially important now, as a lot of our staff are working from home due to the COVID crisis. The app has been of great help and has become one of our main communication tools.

How did Glajumedia perform from a project management standpoint?

We didn't use any project management tools. As for deadlines, they have always met them in a timely manner. They are really fast and execute the projects very quickly.

What did you find most impressive about them?

They've been able to understand our needs very clearly, and that was very important for the success of the project.

Are there any areas they could improve?

They could improve their project follow up; once the app was working well and running, they left us to manage it ourselves. If they had stuck with us a little bit longer in this process, it would have been better.

