

ZOHIO Creator

How Fieldstone Helms got creative with Creator

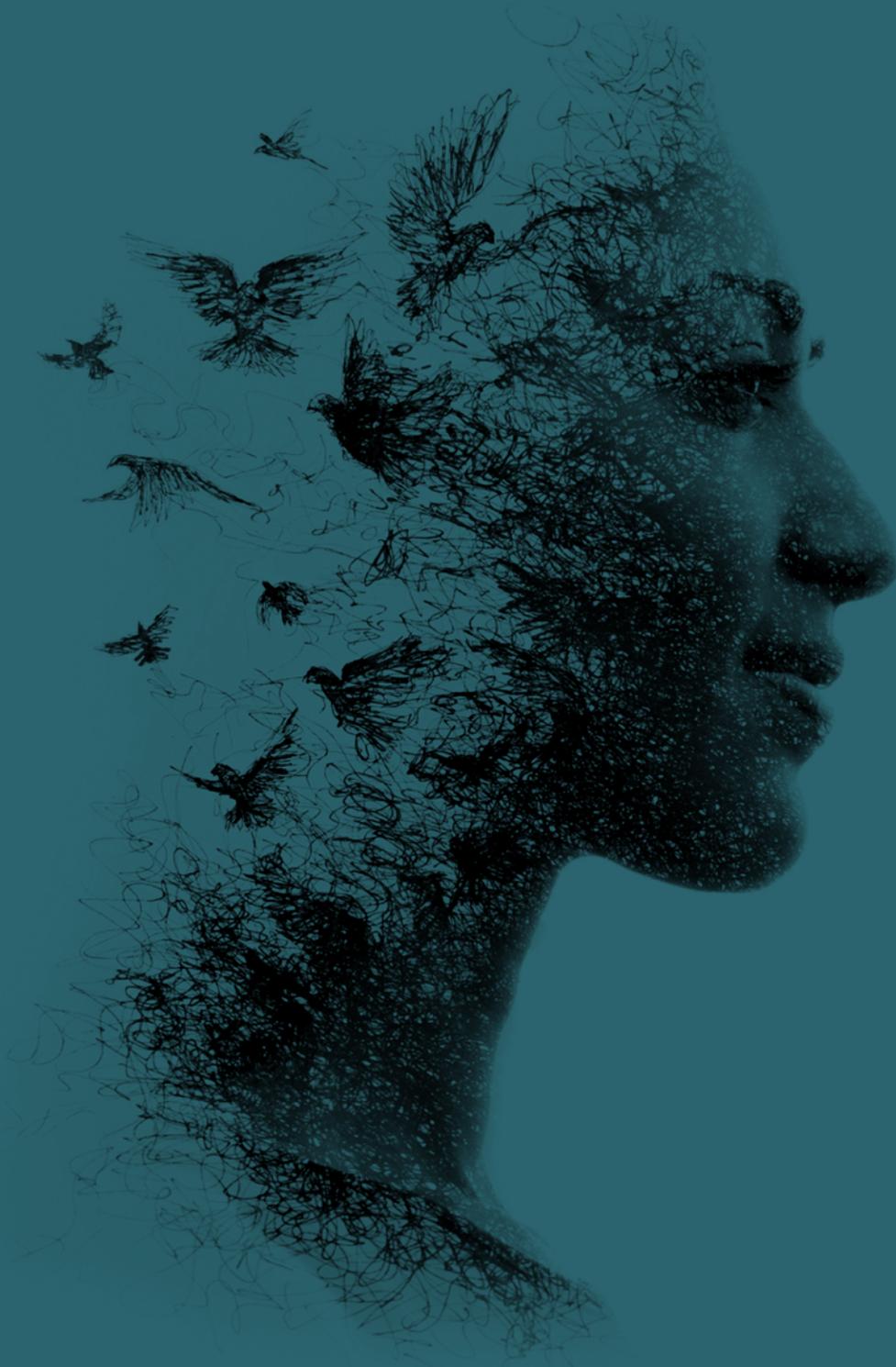


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About Fieldstone Helms

Founded in 2011 by Thomas Omanga, Fieldstone Helms is a creative agency based out of Nairobi, Kenya. In their own words, they are **"a brand-focused, strategy-driven, and design-led agency committed to the principles of creative excellence"**. Their clientele includes blue-chip telcos, small startups, FMCG and Insurance firms.

They provide a broad range of creative services including branding, design, campaigns, advertising, and storytelling.

They work in partnership with Hue Experiential, Bean Interactive, and various other international companies.



The challenge



Most of our work was managed using MS Projects and Excel. We weren't able to track what everyone in the company was doing, how much time was being spent on a particular client, or the timeline for each job. The whole system was rudimentary, inefficient, and inaccurate.



Thomas Omanga

Founder, Fieldstone Helms

Emails, spreadsheets, and phone calls were the way of going about things. And the drawbacks? Oversight. **Everybody was dependent on their email, and there was no way to know what someone was working on unless you asked them, Spreadsheets gave an overview of tasks, but one was limited when trying to do anything else with them.**

Esther Wango, their developer, took over the challenge and started looking for suitable solutions. At first, she was looking to create custom software using traditional methods. She tried building an app with JavaScript, but it soon became a monstrous project due to the amount of time it required. Swift, Python, Django, and even solutions like Flutter were considered, but they were either time-consuming or difficult to use.



Then she evaluated off-the-shelf solutions, but they weren't customizable. Since they had a niche business and unique customer journey, readymade software couldn't provide them with the flexibility they needed. **Most of the solutions either had a steep learning curve or weren't financially viable.**



It gave me the ease of building an enterprise-level app very quickly, and taking it to market took no time at all. Once you're done with the design and database schema, coding is a cakewalk.



Esther Ngogoyo Wango

Developer, Fieldstone Helms

The solution

The case of prototyping an idea, an intuitive visual interface, flexible pricing, and customizable workflows were the key factors in deciding to go with Creator. As Ms.Wango is a professional developer and was more familiar with Java, it was a bit difficult to get accustomed to the interface. However, with time and practice, the drag and-drop builder and prebuilt scripts made it possible to build the whole application in just 3 months.



I needed something that gave me the flexibility in terms of code, but not make me worry about the front-end/back-end development and deployment — and that's how we landed on Zoho Creator.



Esther Ngogoyo Wango

Developer, Fieldstone Helms

Here's a list of the features they loved the most:



Form publishing

as it extends functionality without having to pay more.

Date inputs and currency formats

for validations and for helping generate time sheets automatically.



Node.js support

helped them extend capabilities and build scripts in a language they were familiar with.

Results and ROI



Fieldstone Helms agency management system has 36 users, spread across 3 departments. It's made their lives a lot easier, especially during COVID, and everyone including the managers, writers, clients, and creative folks-are aware of what everyone else is up to. They're also looking to onboard a financial module to generate budget estimates and reports.





During COVID, this helped us a lot in the remote work transition. Deliverables were scheduled for more realistic timelines because of timesheets, and it also reduced pressure on clients and other teams.



Esther Ngogoyo Wango

Developer, Fieldstone Helms



Streamlined operations

Once a brief is added to the system and scheduled to someone with a timeline, any comment they add, work they do, or report they upload is reflected right away.

Centralized data

The knowledge base they built helps them with their onboarding processes. Since all the old files and articles are now stored on the system, whenever a new employee needs information, all they have to do is search for the file on the app.tt



End-to-end visibility

At any time, staff are able to view the amount of time and resources allocated to each client, which helps them manage client requests better and track their requests.



Deep insights

Analytics helps them track KPIs, like how many hours are being spent on a client and how they can save on costs.

Cost saving

The Agency Management System built on Zoho Creator enabled them to be remote-ready and seamlessly transition to a WFH setup, which in turn helped them scale back on the size and needs of their physical office, and reduce the operational costs by 40%.



When asked how Zoho Creator has impacted their business...



The system, and the learning and training process, was super easy. Our productivity increased over 80%. Most importantly, it has improved accountability, in terms of showing the client how many hours have been spent on a project, which was crucial to our business.



Thomas Omanga

Founder, Fieldstone Helms

About Zoho Creator

At Zoho Creator, we study the past, observe the present, and envision the future of how software communicates with businesses.

To empower business owners, we've infused Zoho Creator with modern functionality, like low-code and rapid development. With Zoho Creator, users can cater to custom requirements, with apps that automate day-to-day tasks, and let them tackle tomorrow's problems. Just sign up, pick a plan, and start building!

Top brands that use our platform:





www.zoho.com/creator

We'd love to talk! Reach out to us:
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