

## Case Study

*"PitchPerfect provides us with three main benefits: the ability to create pitches and tenders efficiently, saving around 90% of the time it used to take to develop similar documents before, accurately using the latest and most up-to-date data and ensuring just 'one version of the truth'."*

Daryl Atkinson  
Marketing & Business Development Director

**CRS**  
CharlesRussell  
Speechlys



As a large and growing firm, Charles Russell Speechlys needed a tool that could assist users in generating a range of marketing documents. This needed to be easy to use and intuitive, incorporated into existing software, retain brand formatting, and allow content to be easily stored and inserted into the documents. PitchPerfect was identified as being the most appropriate and effective solution as it is fully integrated with Microsoft Office (Word and PowerPoint).

## Implementation

Over a 12-month period the Marketing team worked with Enable to tailor every aspect of the tool to create a bespoke solution. The key phases of the project were:



Template design,  
development  
and testing



Content  
gathering and  
classification



Toolbar design  
and testing



Internal  
training &  
communications

## Results

PitchPerfect is now a highly effective tool used by the entire firm – across multiple offices and countries. The bespoke Charles Russell Speechlys' system includes 10 templates (Briefing, Case study, Contact sheet, CV, Deal sheet, Delegate pack, Descriptor, Flyer, Pitch and Team sheet). All the templates can be formatted using set styles and content can be easily added. The extensive bank of content is stored in SharePoint, on the firm's intranet, and can be quickly and easily edited by the Marketing team at any time. Charles Russell Speechlys have experienced the following benefits since the roll out of PitchPerfect:

- Time taken to produce team sheets and CVs has been reduced by 80%
- Team sheets and CVs can now be produced by anyone in the firm – not just Marketing
- Time taken to produce a draft pitch has been reduced by 90%
- The time saved can now be used to think strategically and create bespoke "winning" pitches
- Morale in the marketing team has improved as the team can now focus on adding value and producing customised pitches - rather than spending the majority of their time formatting and copy & pasting

## Team testimonials

"The result with PitchPerfect has been truly transformational. We believe that it will become a major player, if not 'the player' in this space."

"PitchPerfect has helped us to create better documents (in terms of both design and content) in a lot less time. And the time-saving element means we can spend more time on the strategic and messaging elements."

To appreciate the flexibility of PitchPerfect, Enable would recommend a quick introductory demonstration. Please email [info@enableplc.com](mailto:info@enableplc.com) to arrange.

## Perfect

As well as our suite of applications, Enable offer services in Microsoft Office template creation, consultancy, project management, implementation, and software development

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