CASE STUDY
YWCA

Sector: Charity

**MARKETING AND OPERATIONS DIRECTOR
YWCA**

DAN WEISBECK

MARKETING & OPERATIONS DIRECTOR

Dan is a long time user of PageProof, 5 years in fact.

eliminating racism
empowering women
ywca
Seattle | King | Snohomish

"Tell us about what your company does and its strengths – what makes your company unique?"

"We provide services and advocacy to support stable homes and economic advancement, reduce violence and improve health, and promote racial equity and social justice."

OLDEST & LARGEST

YWCA is the oldest and largest direct service organization focused on the needs of women and their families in the greater Seattle area.

7,000

YWCA programs serve more than 7,000 people each year, at their 20 locations.

COMPANY NUMBERS

"What life was like for your team before PageProof?"

"Our original review process was physically routing paper proofs around the office that folks marked up. We eventually moved from physical proofs to ProofHub, our first digital review platform. However, ran into ongoing problems with adoption as the ProofHub user experience was poor and the toolset confusing. After a few years, we switched to PageProof. We have never looked back."

LOST OR STUCK

While each proof had a proofing sheet attached to provide some structure to the review, we struggled with the predictable issues of a physical route: proofs often got lost or stuck on a desk, and it was often unclear who made what comments.

"Tell us about a recent piece of material reviewed and approved in PageProof – how did PageProof make a difference in your process?"

"PageProof allowed us to fully standardize and centralize our entire review process. It also dramatically increased the quality of proof feedback by allowing reviewers to hold discussions regarding feedback within the proof itself. Proof workflows have also allowed us to properly control when specific reviewers get notified."

WORKFLOWS

Workflows are a very useful feature given that most of our review process occurs cross-team, and our more complicated projects have a stakeholder hierarchy.

"How did your reviewers find the move to online proofing?"

"We've found the change management aspect the trickiest part of moving to PageProof – people simply are resistant to change, even if the previous tool wasn't meeting needs. Moving is hard, but it helps to move to a far simpler system which PageProof is."

SIMPLE & POWERFUL

We wanted a proofing platform that was simple and user friendly, whilst still having powerful tools to allow us to proof complicated files.

DAN'S TIPS

- Make sure training and resources in various formats are readily available. PageProof has a great YouTube channel.

- Give people the opportunity to trial PageProof and get their hands dirty.

CONTACT US

hello@pageproof.com

PageProof is so simple and effective that 20 minutes is all you need to grasp the scope of its unique features and benefits.

GEMMA HURST
CEO & FOUNDER
PAGEPROOF

BOOK A DEMO