

CLIENT CASE STUDY



BEAUTY PIE STREAMLINES PRODUCT LAUNCHES WITH GENERATION DIGITAL AND ASANA



CHALLENGE

As Beauty Pie scaled its operations, managing hundreds of product launches each year became increasingly difficult. Teams relied on spreadsheets, disconnected tools, manual processes, and failed attempts to use Monday.com, which led to delays, duplicated work, and a lack of visibility. With fast growth and high customer expectations, the business needed a more efficient, joined-up way of working across departments.

SOLUTION

Beauty Pie engaged Generation Digital, a leading Asana Platinum Partner, to lead the transformation. Through discovery workshops, Generation Digital identified key pain points and developed a tailored Asana setup to streamline workflows. This included custom templates, integrations with existing tools, and structured onboarding support. They also delivered targeted training and change management to embed Asana effectively across teams.

RESULTS

With Generation Digital's support, Beauty Pie reclaimed 444 workdays per year and improved how teams collaborated. Communication became clearer, workflows more structured, and leadership had real-time visibility of project progress. Product launches were completed faster and more smoothly, strengthening Beauty Pie's ability to scale efficiently. Their success was recognised with Asana's 2024 Tech Visionary Award.

SERVICES PROVIDED

- Discovery workshops and process mapping across departments
- Custom workflow and project template design in Asana
- Full system configuration and integration with existing tools
- Internal training sessions tailored to teams and leadership
- Structured change management and adoption support
- Ongoing strategic guidance to ensure long-term success



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