

CLIENT CASE STUDY



STREAMLINING CAMPAIGN DELIVERY AND REDUCING BURNOUT WITH ASANA



CHALLENGE

NHS Blood and Transplant provides blood and organ donation services across the UK, supported by a high-volume Creative Services team. With over 1,500 jobs per year and only 20 team members, workloads were often overwhelming. There was no standard intake process, little visibility across projects, and work was managed via multiple spreadsheets and tools. Prioritisation was unclear, reporting was non-existent, and the result was inefficiency, reduced impact and a burnt-out team.

SOLUTION

Generation Digital worked closely with the Creative Services team to design a new operating model in Asana. A single digital briefing form was created to capture all incoming work, which now feeds into structured projects and dashboards. Automations were introduced to eliminate repetitive admin and improve handoffs. Custom training was delivered across the team to build confidence and ensure adoption. Reporting tools were configured to show capacity, progress and turnaround times.

RESULTS

Asana has enabled the team to reduce low-priority workload, improve turnaround times and focus on strategic impact. Manual tasks like spreadsheet updates have been eliminated. Visibility across the team has improved dramatically, with leaders now able to track performance and capacity in real time. The platform has reduced stress and created space for better decision-making, ensuring the team can focus on high-impact work that supports the NHS's life-saving goals.

SERVICES PROVIDED

- Centralised briefing form design
- Workflow automation and rules setup
- Customised project templates
- Capacity and performance dashboard builds
- Team-wide training and onboarding



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