

CLIENT CASE STUDY



HOW RELEX SAVED OVER 170 WORKING DAYS BY STREAMLINING PROCESSES



CHALLENGE

Relex, a fast-growing organisation with a dynamic 80-person marketing team, faced the challenge of managing complex projects involving significant cultural change. With ambitious goals and a need to shift long-standing habits, Relex required more than just a new tool—they needed a trusted partner to guide their transformation. The team sought a solution that could bring structure, visibility, and efficiency to their day-to-day operations without overwhelming staff.

SOLUTION

Relex partnered with Generation Digital to lead the onboarding and change management process for Asana. With deep experience in rolling out collaboration tools across large teams, Generation Digital helped accelerate adoption while avoiding common pitfalls. Their experts provided tailored guidance that gave the team clarity, confidence, and a strong foundation to adapt their workflows using Asana's flexible features—such as forms, comments, and custom workflows.

RESULTS

Within the first six weeks of onboarding Asana, Relex saved approximately 200 hours of work. Over the course of a year, they forecast a total time saving of 170 working days across the marketing team. Specific gains included 60 working days saved through optimised briefing processes using Asana Forms and a further 50 days saved via streamlined communication through contextual comments. As a result, Relex not only improved operational efficiency but also enhanced team engagement with a tool that quickly proved its value.

SERVICES PROVIDED

- Asana onboarding and implementation
- Change management consultancy
- Workflow design and optimisation
- Ongoing expert support and training



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