



CASE STUDY

Keep Client in the Loop with AceProject

How a wedding videographer lets his clients follow his progress

Ron Priest runs Digital Creations, a company that makes wedding videos, so that couples can keep a vivid souvenir of that special day. Of course, once their wedding day is passed, the happy couples are looking forward to seeing Ron's work.

Over the years, Ron has implemented several ways to keep his clients in the loop when it comes to the postproduction of their wedding video. The first method was his webcam: When he begins editing videos, Ron's computer is connected to a webcam, which provides a constant video feed during live editing sessions. Ron also has an editing queue, so that newlyweds know when he starts working on their video.

But that wasn't enough for Ron. "I feel I've missed the mark. The editing queue lets clients know when I start editing their video, but it doesn't really do much for them during the editing process as far as keeping them advised of its progression."

This is where AceProject came into the picture. Ron decided to use our online, web-based project management solution. While Ron does not outsource any editing, requiring collaboration with other employees, he feels the additional effort and cost involved in subscribing AceProject is well worth it. Ron says: "Not only does it help me keep on track with the project; it keeps my clients in the loop without having to ask. The client is no longer in the dark, nor do they have to wonder how close I am to being finished with their project, because he/she can monitor the progress themselves and any given moment in time."

In essence, AceProject helps Ron on two fronts: he gives better customer service to his newlywed clients, and he keeps track of everything he has to do in one central location. Ron breaks each section of the video into individual sequences and estimates how much time he will need to complete each sequence. As he starts to work on a sequence, he clocks in. If he needs a break or when he's done with the sequence, he clocks out, and AceProject keeps track of the total time spent on each sequence, as well as the time needed to complete the entire project.

"Knowing how much time it takes me to complete a process allows me to provide couples with a more accurate estimation as to the total time required to finish a project," explains Ron.

So here's how it works

Once Ron starts editing a new video, he provides the couple with a link and password they will use to login to their project. They don't have to worry about messing anything up, since Ron adjusts the couple's access rights to make it client proof. For the most part, couples have read-only privileges. However, couples can contribute feedback with the project's discussion forum. Ron explains: "It's an area where couples can post questions, concerns, or add insight. There will be times that I may need information from them and I will use this area as a central collection point." AceProject also has a document upload area where couples can provide Ron with needed assets such as the wedding program, which he will use for the rolling credits.

Ron loves the email notification system





"The email notification system is a fantastic feature! It keeps couples informed about the ongoing activity concerning their video, without having to be logged in 24/7." Say Ron. Clients can simply read the email notification details to be aware of changes within the project or specific task currently in progress. Email notifications are sent automatically, but this is a preference that can be configured as clients deem necessary. When Ron gets ready to begin an editing session, he changes the status of the task, which will automatically generate an email to inform his clients that a live edit is about to begin. The notification email includes a link to the webcam, so clients can see Ron work on their video live.

For more information

Visit Ron Priest's [website](#). If you are planning a wedding in the Louisville area, be sure to check out his services.

You can [try AceProject online](#), or [request a web-based demo of AceProject](#) with a representative.

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