



Summary

Plaisio Computers, one of the largest retail groups in Greece, uses monday.com Work OS for managing complex marketing campaign tasks.

Challenge

Managing marketing campaigns involves input from multiple teams and individuals. Often, the internal requests needed for a single campaign are numerous, making the end-to-end monitoring process quite complicated.

monday.com Solution

The specialized technical team at Ergoman designed and implemented processes to record, monitor, execute, and complete relevant tasks. Their goal was to ensure that all promotional actions by Plaisio Computers run smoothly and achieve maximum success.

Results

- Through long-term use of the platform, Plaisio Computers optimized the monitoring processes for marketing campaigns. Additionally, exponential improvements occurred in collaboration results among different teams and their members. Despite increasing task volume and complexity, Plaisio Computers had the right tool as an ally.
- Plaisio Computers, certifying the ease of use and flexibility of monday.com, proceeded by incorporating more corporate processes (beyond the management of Marketing campaigns) with the configuration of the platform to be completed by the internal users (Power users) of Plaisio Computers.

About us

ERGOMAN offers specialized IT and communication solutions to its clients, assisting them in digitizing their processes, leveraging corporate data for decision-making, and creating a modern hybrid digital work environment.