

# Sprout Social

## Introduction

This case study of Sprout Social is based on a September 2020 survey of Trello customers by TechValidate, a 3rd-party research service.



“My team used to have weekly stand-ups to chat through the progress of our work. Now that we’ve switched to a remote environment we naturally have more virtual meetings. We’ve had to reevaluate how we spend our time and with the use of Trello, can now limit the number of meetings we have regarding specific projects. We can turn to Trello for updates rather than hopping into meetings. ”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Trello:

- Use Trello:
  - To manage projects and work
  - For the ease of use and implementation

## Use Case

The key features and functionalities of Trello that the surveyed company uses:

- Outside of boards, lists, and cards, they said that the following have been most beneficial to their team and workflows:
  - Attachments
  - Card covers and colors
  - Checklists
  - Due dates
  - Labels
- Said that the following have been the most valuable for team management and administrative control:
  - Board visibility management (ex. public boards)
  - Membership controls (Team admins, Team members, Observers)
- Said the following teams are using Trello:
  - Human Resources

## Results

The surveyed company achieved the following results with Trello:

- Said they have experienced the following since using Trello:
  - More efficient collaboration across teams and projects
  - Visibility and transparency on goals and outcomes
  - Clarity around project and task ownership, deadlines, and blockers
  - Improved communication between co-workers and teams
  - Increased team productivity
- Said that Trello has improved their team’s productivity by 65-80%.

### Company Profile

Company:  
**Sprout Social**

Company Size:  
**Medium Enterprise**

Industry:  
**Computer Software**