

Case study:

hasan & co.



# Time tracking teams actually enjoy

How Hasan & Co uses Timely to simplify agency admin

by Timely



Hasan & Co leverages Timely’s automatic time tracking to improve project profitability, balance team resources and provide a healthy work experience across its Finnish agencies.

## The Challenge

Hasan & Co is a bold international group of creative agencies and brand specialists. Based in the Nordics, they unite a team of 125 storytellers, designers, behavioural strategists and digital experience experts to help brands nurture and enhance powerful relationships with their customers. But managing capacity, working hours, utilization and project profitability across such diverse specialisms is notoriously difficult. That’s why the team turned to Timely to streamline and simplify the whole process.

**“Timely has helped us change the culture around time tracking. Everybody now logs their work promptly – it’s just so light and easy.”**

— Oskari Leino, Director of Business Control & Operations



### Organization

Hasan & Co

### Size

125 employees

### Agencies

Hasan & Partners

Frankly Partners

H&P Design

Perfect Fools

### Problem

Accurately capture every project hour to manage profitability, balance team resources and support people.

### Priorities

User experience

Ease of use

Accuracy

Efficiency

Automation

### Results

Ensures accurate and objective timesheets.

Reduces agency time tracking overhead.

Provides an enjoyable, intuitive user experience.

Helps teams proactively manage project profitability.



## Challenge

Before finding Timely, Hasan & Co's teams struggled to keep timesheets up-to-date on a weekly basis. Its previous solution was fiddly and intensely manual, making it all too easy for people to forget to log their timesheets — or put off doing so entirely.

Seeking greater efficiency and simplicity, Hasan & Co naturally turned towards automation. Aside from accessing more accurate project time data, they wanted a solution that would save their people time and actually be enjoyable to use.

All Hasan & Co's Finnish agencies now use Timely to accurately log project hours and internal tasks. Managers also use Timely to ensure project profitability, report on utilization and protect people from overworking.

## Experience

### Enjoyment

"Ease and enjoyment of use separated Timely from other time tracking tools; it's just so easy to log hours", explained Oskari. Teams particularly liked having a range of different ways to log their hours — from traditional note entry and manual timers, to dragging and dropping automatically tracked activities to their timesheets and approving Timely's AI draft time entries. "It gives everyone the freedom to select the method that is easiest for them."

### Accuracy

Timely's ease of use has directly boosted time tracking compliance and accuracy. By streamlining the whole logging process, Hasan & Co teams were able to produce up-to-date weekly timesheets. Oskari believes this has prompted a deeper behavioral shift across the company: "Incredibly, Timely has



helped us change the culture around time tracking. Everybody now logs their work promptly – from top management to admin personnel to creative planners."

### Efficiency

Timely's automation, platform support and intuitive UI have helped Hasan & Co access and log rich time data while minimizing overhead. Timely's calendar integrations proved to be especially useful, automatically pulling in planned calendar events to expedite logging meeting time. "Our teams also really appreciated Timely's mobile app for logging time on the go", added Oskari. Timely's efficiencies extended to Admin-level users: "I love how easy it is to notify people that there are gaps in their timesheets, and open and close projects."



## Value

Timely's intuitive, automated approach has helped Hasan & Co reduce time tracking overhead. "It's just so light and easy", explains Oskari, "the small UI touches really help to keep tool admin to a minimum."

Efficiency and usability have in turn driven more accurate time reporting: "We are now producing much more accurate timesheets which capture all the effort we put into our work, making for more honest client billing and transparent company reporting."

This accuracy has directly supported the group's ability to manage project profitability: "By capturing every hour that goes into each project, we can follow project budget spend to proactively manage the return of our work... [and] calculate better base hourly rates for future projects."

Crucially, Hasan & Co's people feel Timely is a tool designed for them. By removing the time tracking burden and providing an enjoyable logging experience, everyone feels motivated to log their hours: "Time tracking is mandatory for everyone in our agencies, so it's great that people actually enjoy using Timely."

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