Let technology do the grunt work

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Company name: Klick Inc.
Headquarters: Toronto
Employees: n/a
Market: International
Industry: Marketing

The Challenge: In 1997, at 12 years of age, Lee Segal founded Klick, today one of the most successful digital marketing agencies in North America, with a strong focus on the pharmaceutical industry. Innovation and creativity have been the main drivers behind the company's success story since day one. And yet, Klick's annual growth in revenue year after year. That's why, from a strategic perspective, it has always been critical for Klick to ensure that the technology it uses as an enabler of innovation and creativity. And that takes time. "Our goal was to create an environment that freed employees from having to spend considerable amount of time on administrative tasks so they could focus on creative and strategic thinking," says Mr. Segal, who was recently named a recipient of Canada's Top 40 Under 40 for 2011.

The Approach: The company turned to its own strengths—technology and innovation—for solutions. "We wanted to do the professional services what we do ourselves, and automate it for the manufacturing industry," says Mr. Segal, and that is to automate administrative tasks so that the employees can put their time into higher-value activities.

The company designed its own IT platform, called Genome—this integrates all internal communications and workings on one portal. The entire team can access information on any topic at any time, and Genome provides much faster and more efficient access to information than any other system.

Implementation: In most organizations, employees have to spend a considerable amount of time sorting through information, retrieving documents, disseminating, storing, or backing up data. Genome provides quick access to the information and streamlines that process. It has also provided automated tools to help employees complete administrative tasks as quickly and efficiently as possible.

In addition, Klick has taken its IT platform one step further. "Genome is an extension of our culture," says Mr. Segal. For example, "Humor is a very important part of our culture—everyone feels comfortable with it, and Genome is a way to make everyone feel comfortable."

The company uses Genome to track its employees' productivity and turn it into everyday operations through a program that awards employees credits for real dollars as they progress through a project. When the job is completed, they have the choice of keeping the credits or donating it to a charity of their choice. If they choose the latter, the Klick team multiplies the Genome track's dollars by four of the donation.

The payoff: Klick's employee turnover rate is under 3%, which is among the lowest in the industry. Both as a company and as an employer, and Klick has also won a large number of industry awards, including Inc., Forbes, Sales-Hub, Forrester, and Kiplinger's Personal Editor of the Year awards. The company has also been named one of the "Best Places to Work in Canada" by the Canadian Business magazine.

"We have a high degree of innovation and creativity, and we have a high degree of innovation and creativity in the workplace. We are committed to doing the right thing for our employees, customers, and shareholders," says Mr. Segal.

The company is currently expanding its Genome platform to include other industries, such as retail, insurance, and healthcare, and is looking for additional partnerships to further enhance its platform. "We are excited about the potential of the Genome platform and are looking forward to working with other companies to expand its capabilities and reach," says Mr. Segal.

The company's success has been built on a foundation of innovation and creativity, and its commitment to doing the right thing for its employees, customers, and shareholders. "We are committed to doing the right thing for our employees, customers, and shareholders," says Mr. Segal. The company is currently expanding its Genome platform to include other industries, such as retail, insurance, and healthcare, and is looking for additional partnerships to further enhance its platform. "We are excited about the potential of the Genome platform and are looking forward to working with other companies to expand its capabilities and reach," says Mr. Segal.