



How My Biz Niche Streamlined Internal Processes by 25% Using Hubstaff

Industry
Digital Marketing Agency

Employees using Hubstaff
59

Employees
59

Hubstaff users since
2014



Key outcomes

- Automated key HR and operational processes, **saving 10-15 hours weekly**
- **Boosted client satisfaction** and streamlined team expansion
- Streamlined **workload allocation with Hubstaff Insights**, preventing burnout and improving productivity

Background

My Biz Niche is a dynamic, full-service digital marketing agency with headquarters in Arizona and a talented remote team spanning across the globe. Specializing in custom website design, development, and digital marketing, they are committed to delivering high-quality, tailored solutions that drive results for their clients.

Since 2014, My Biz Niche has been using Hubstaff to ensure operational efficiency and team accountability across geographic boundaries.

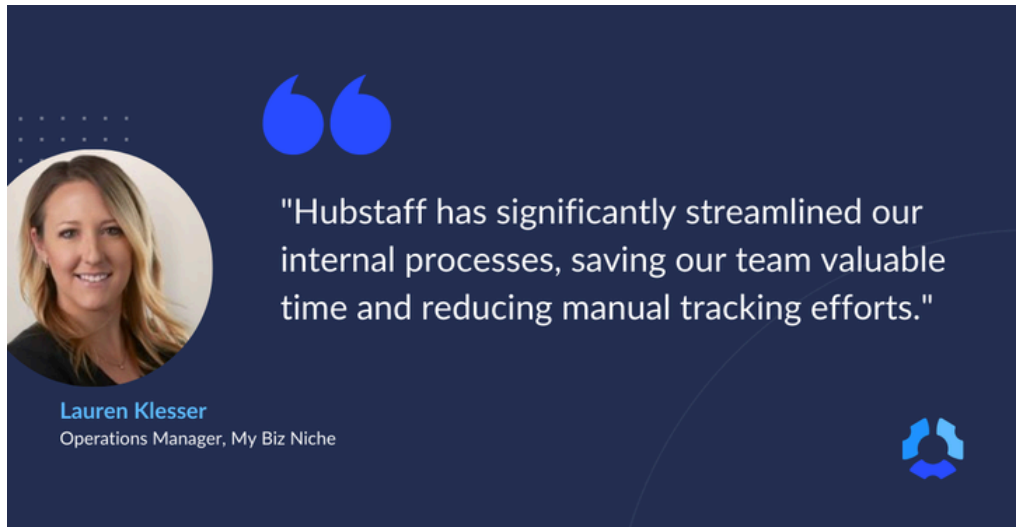
"We opted for Hubstaff mainly for the transparency and accountability it brings, which is super important when managing remote teams."

- Lauren Klesser, My Biz Niche

Why Hubstaff?

Lauren Klesser, the Operations Manager at My Biz Niche, said they went with Hubstaff mainly for its top-notch time tracking and productivity monitoring capabilities, which are crucial for keeping up with their remote team.

This accountability boosts productivity and lifts team morale, allowing everyone to tackle more meaningful and fulfilling tasks.



How My Biz Niche enhances client satisfaction using Hubstaff

Keeping your clients happy is your bread and butter when running an agency. My Biz Niche understands this well, which is why they've integrated Hubstaff's robust monitoring features into their daily operations.

Their commitment to transparency has proven to be a game-changer. It allows clients to see firsthand how their projects progress in real-time, which reinforces accountability and builds deeper trust. This means clients feel more connected to the process and more confident in the generated results.

"Increased transparency and improved client trust have led to better retention rates and fewer billing disputes."

- Lauren Klesser, My Biz Niche

How Hubstaff streamlined internal processes for My Biz Niche by 25%

My Biz Niche Streamlined Internal Processes By 25% Using Hubstaff



25%

"We save 10-15 hours each week since employees can easily request time off, we can easily approve it, we can easily track time logs, and monitor the team's activities in automated reports."

Lauren Klessner, My Biz Niche



One of the most tangible benefits that My Biz Niche has experienced since implementing Hubstaff is the time they save each week using Hubstaff to automate key internal functions.

According to Lauren, Hubstaff's features have streamlined internal processes and workflows, saving her team significant time. For example, automated time tracking and reporting eliminated the need for manual timesheets at My Biz Niche, allowing managers and HR to focus on higher-priority tasks instead of administrative follow-ups.

Before Hubstaff, tasks like tracking time logs, approving time-off requests, and monitoring employee activity required substantial manual effort. These administrative duties not only consumed valuable hours but also introduced the risk of human error, affecting overall efficiency and accuracy.

Now? They're cutting down on time and improving efficiency with Hubstaff. **Using Hubstaff has freed up 10-15 hours each week**, allowing the team to redirect their focus toward more strategic tasks that drive business growth and client satisfaction. For those of you keeping track at home, **that's an over 25% increase in internal operations efficiency.**

How the Insights add-on helps My Biz Niche allocate work more efficiently

Lauren's team has been using Hubstaff's Insights add-on to reduce manual management efforts and balance their entire agency's workload.

Smart notifications help them identify unusual and low-activity work, allowing managers to spot and address potential issues before they become more significant problems.

"We use Insights to ensure workloads are balanced across the team, preventing burnout. If someone is overworked, we can adjust assignments to maintain productivity without overwhelming them."

Learn more
about Insights

Hubstaff's role in helping My Biz Niche **scale their remote workforce**

According to Lauren, Hubstaff's scalable solutions have been instrumental in managing My Biz Niche's expansion, supporting essential daily operations like tracking time-off requests and monitoring vacations, which is crucial for overseeing a larger, more dispersed team.

Expanding your team is easy when you have a system to track productivity and ensure quality work.

"Hubstaff has given us the confidence to hire remote talent globally, allowing us to scale efficiently without losing visibility into daily operations."

- Lauren Klessner, My Biz Niche

What's next for My Biz Niche?

As My Biz Niche looks to the future, it plans to continue leveraging Hubstaff to enhance operational efficiency and support further expansion.

With Hubstaff central to its strategy, the company is well-prepared to manage a growing workforce without sacrificing the quality of its services or operational transparency.

"As we continue to grow, we see Hubstaff playing a crucial role in scaling our team and enhancing client relationships and trust."



Try it out for yourself

See how our all-in-one workforce management tool can help you manage time, productivity, payroll, and more.

✉ support@hubstaff.com

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