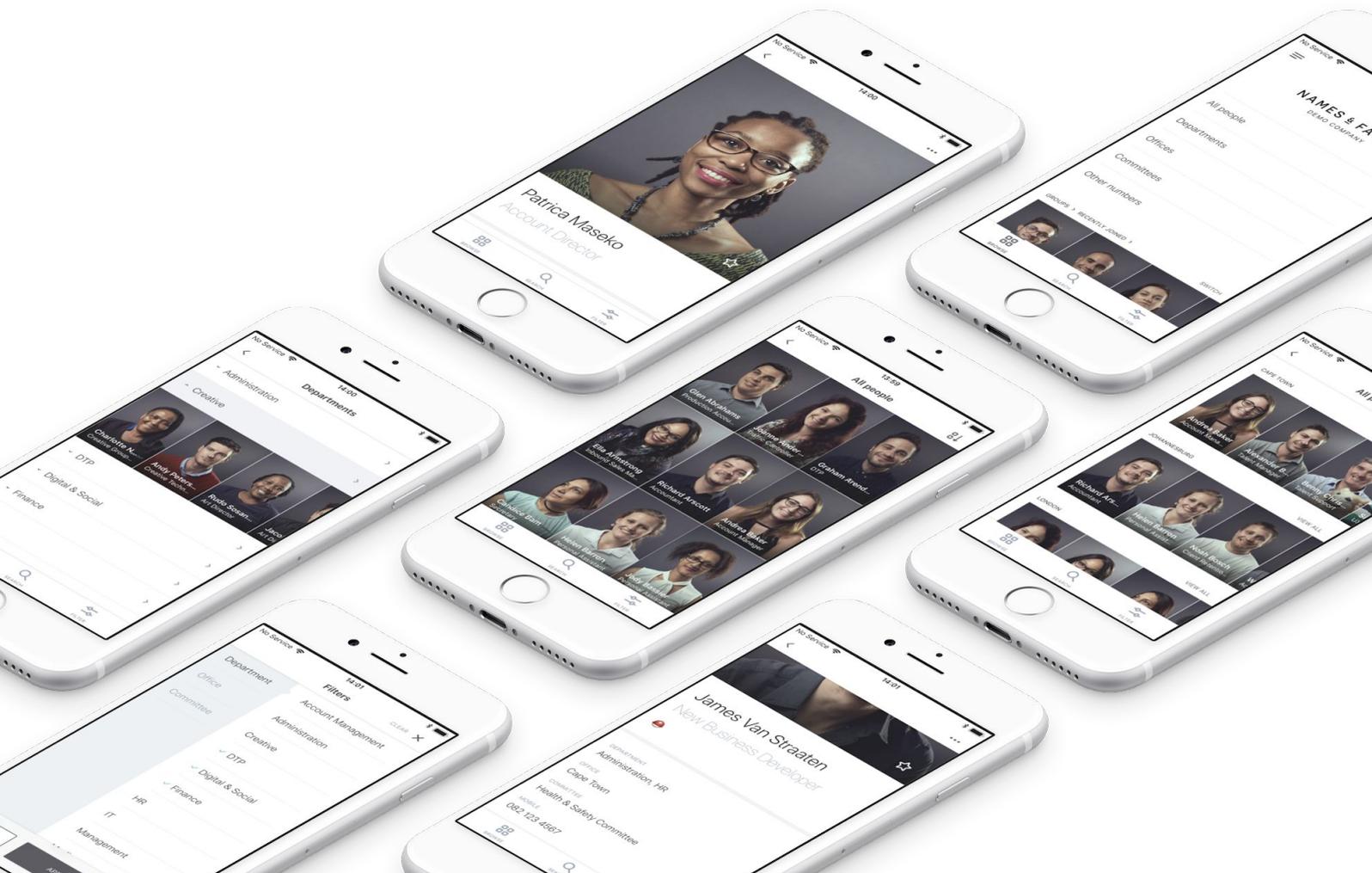


A Names & Faces Case Study with Goodby Silverstein & Partners



A quick visual reference tool for connecting with people (that everyone actually uses)

Goodby Silverstein & Partners (GS&P), named as one of the [10 most consequential agencies of the decade](#) by Forbes, relies on Names & Faces to connect their people.

Unlike other clunky and less approachable predecessors, this directory tool did get adopted because their culture valued the simple visual design:

“The design and look of an app is so important in the creative space. It’s fundamental. People here will reject something functional if it isn’t thoughtfully designed and approachable.”

- Jill Sammons, Director of Culture



LOCATION

San Francisco & New York

EMPLOYEES

420

INDUSTRY

Advertising

DATA SOURCE

Reach & Google Sheets

FAVOURITE FEATURE

Simple, visual design

A visual interface for creative people

Advertising is steeped in good design. It’s what people that work in agencies live and breath. Introducing a poorly designed tool with a clunky UX, as it turns out, doesn’t go down well:

“In the past our culture has not wanted to adopt things that don’t work particularly well, or don’t look great, or aren’t user friendly. I think that’s why Names & Faces has been a success for us.

It’s really, really simple. It just works. I think that’s what you want from technology: you want it to be simple, reliable, and useful.”

Reliable, always up to date information at everyone's fingertips

GS&P had built their own functional and decent directory some time ago – and it worked for them – but the maintenance of it was never really owned by anyone and it got very out of date:

“When a directory is out of date it just isn't helpful. I use it all the time, we all use it all the time - it's become part of the way we are in contact with each other.”

Solving a connection problem with quick, easy access to information

Especially in a business like advertising where great work being done relies on relationship and connection, it's important for people to be able to get to know each other and feel like they belong:

“Having information solves a connection problem. Any time an organization grows there are moments where people go: ‘Oh gosh, I don't know everyone in the elevator’.

Names & Faces is solving for a feeling of connection, feeling safe, and that you know everybody.”

Challenges & Results

CHALLENGES

GS&P had tried introducing tools to help people connect but they hadn't been adopted.

The HR team and managers needed to be able to quickly look up people's start dates and birthdays on the go.

The highly collaborative nature of advertising means it is vital everyone can look up and contact each other easily.

RESULTS

The visual design, simplicity and ease of use of Names & Faces meant it was embraced.

The filters and views allow everyone to check on upcoming birthdays and look up when others started at GS&P.

Names & Faces has become the primary way GS&P contact each other and stay connected.