



Insurance  
Travel  
Roadside  
Rewards



Adobe Workfront

# “Driving” value for CAA



## Customer background

CAA Club Group of companies is one of seven Canadian Automobile Association (CAA) Clubs across Canada providing Members with roadside assistance, travel products, and insurance. CAA also works to advocate for safe driving initiatives, such as the Slow Down, Move Over legislation.

Deployment Lead and Supervisor of Marketing Ops & Traffic, Maurizio Zomparelli, has been with CAA for nine years. Recently, Maurizio has teamed with WNDYR to effectively set up CAA’s Workfront instance.

## Challenges

Over Maurizio’s nine years at CAA, he struggled to manually coordinate projects, communicate capacity and resource limitations, and achieve the visibility required for his team. He and his team needed a system that could provide a central place for visibility, and at the same time, scale with the growing number of projects. After outgrowing their previous system and finding other processes overly complicated for customers, CAA teamed with WNDYR to effectively set up their Adobe Workfront instance.

## WNDYR’s target solution



Seamless collaboration with clients to reduce back and forth



A central tool to provide stakeholders with better visibility



Concrete resource management to switch from reactivity to proactivity

## How WNDYR helped

While Workfront had the solutions CAA needed, the team was limited in accessing the tool's full potential. That's where WNDYR helped.

WNDYR was recommended by CAA's account executive. WNDYR's consultant offered responses and suggestions to assist in **CAA's Workfront instance**. According to Maurizio, "without having someone there to support you, you run the risk of spending a lot of money and still not getting the most out of the system. WNDYR's consultant was critical in providing **direction** and a **structure** to follow. Without him, we would have been lost."

## What we delivered

- ✓ Fully responsive customer support
- ✓ Collaborative implementation and tailored setup of CAA's Adobe Workfront instance
- ✓ A well-defined onboarding structure making for a smooth and easy-to-follow experience

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Probably wouldn't have finished the implementation and left the system half set up and unused. Our consultant was able to guide us to reach our goals. We also loved the WNDYR methodology as we can now maintain our own system. Relying on someone else to do the work for you will just set you up for failure in the future.

Maurizio Zomparelli

Deployment Lead and Supervisor of Marketing Ops & Traffic

## The results: The value of implementation

CAA's move to Workfront has been positive, especially in terms of reporting, transparency, accountability, and customer satisfaction. While these are great for upper and middle management, Maurizio also emphasizes the importance of having a solid Change Management strategy in place to ensure continued support and adoption for daily users. WNDYR's consultant helped Maurizio and his team identify knowledge gaps that would have resulted in long term issues later on. Since then, Maurizio and his team have been fully onboarded to Workfront.

Now, Maurizio and his team have the confidence and expertise required to master their Workfront implementation, maintain their own systems, and fully support their customers.



## What's next for CAA?

Since Maurizio's team launched in July 2020, they now have over 60 active projects, 5 in planning, and all their users are in the system and they're not stopping there!

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We're using Workfront and planning to expand on it. We have a few additional teams that we're looking to implement, and there's a lot of interest! So, our journey with Workfront is only beginning!

Maurizio Zomparelli  
Deployment Lead and Supervisor of  
Marketing Ops & Traffic

## About WNDYR

Our global team provides the ultimate service solution to effectively onboard teams into Adobe Workfront.

We bring our deep expertise to assist clients in optimizing their work-flows and partnering with them on a further journey of development inside their organizations.

Contact us at [sales@wndyr.com](mailto:sales@wndyr.com)