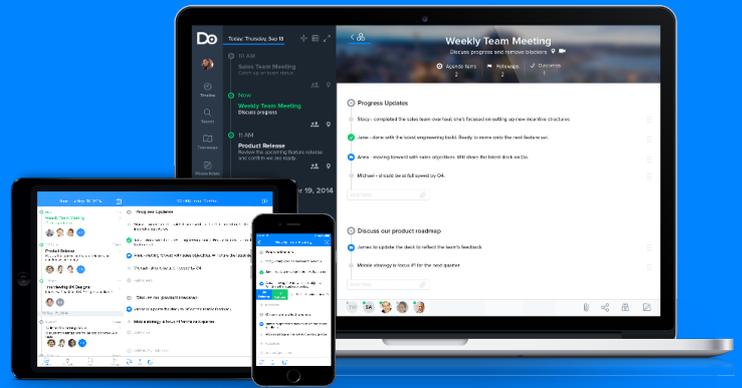




Pixlee

Case Study for running meetings with Do



Pixlee, a San Francisco-based software startup company, allows businesses to market using user-generated content. Pixlee uses real customer photos and videos to help brands improve their marketing.

Pixlee has always strived from day one to hold efficient and productive meetings. However, before using Do, everyone had their own methods for setting an agenda and running a meeting, which led to an adjustment period for everyone's particular style, meeting-to-meeting. Most importantly, it would make it hard to track deliverables, thus making it difficult to maintain accountability.

“Tracking meetings via Do has elevated our productivity and employee happiness.”

-Kyle Wong, Co-Founder, Pixlee

Pixlee was given an early preview of Do to help run their meetings, and was instantly drawn in by a variety of factors. This included time tracking, agenda management, and takeaway and outcome measurement. Moreover, the centralized repository that automatically populates their existing calendar was a huge factor that made them keep coming back.

The ability to set meeting notes as either followups or outcomes has vastly increased productivity, efficiency, and collaboration, as well as accountability.

Now, almost all company meetings are run on Do.

“Do has been a big part of a set of broader initiatives behind a more transparent and accountable organization.”

-Awad Sayeed, Co-Founder & CTO, Pixlee

Do recently introduced a mobile app, which allows users to view their past meetings on the go, as well as type or dictate notes while using their smartphones or tablets.

According to Sayeed, “Better and more productive meetings are the first step to making [Pixlee] a better and more productive company.” To date, the company has run almost 600 meetings in the last 6 months using Do, and plans to continue using it to ensure their meetings stay on track.

How Do Helps Meetings:

- Time tracking
- Agenda management
- Focus on the content and goals
- No more fiddling around with technology
- No more dealing with personal opinions on the best ways to set goals and outcomes