

Case study:



Accurate, Effortless Time Tracking

**How Nabler uses Timely to
improve operational efficiency**

by Timely



Nabler leverages Timely's automatic time tracking to invoice accurately, improve operational efficiency and coordinate company-wide effort.

The Challenge

Nabler is a dynamic digital analytics company helping top 100 global brands and Fortune 500 firms better understand customer behavior and make revenue-driving decisions. Based in Charlotte and Bangalore, they unite a team of 200 employees across Analytics Platform consulting, Business Intelligence, Data Science, Data Engineering and Customer Journey Analytics. As data specialists, the Nabler team recognize the power of rich time data to improve efficiency and employee experience, in addition to billing clients accurately. "Effective time tracking can help management understand exactly where employees are spending time", explained Director of HR, Praveen Dalal: "It helps ensure that everyone is working on the highest priority and maintaining a healthy workload." Leveraging Timely's automation, Nabler is improving employee visibility across its organization while minimizing time tracking overhead.

"Timely's automatic functionality leaves manual time tracking tools far behind... tracking time accurately while protecting individual user privacy."

— Praveen Dalal, Director of HR



Organization

Nabler

Size

200 employees

Departments

Analytics Platform
Business Intelligence
Data Science
Data Engineering
Customer Journey
Analytics

Problem

To efficiently produce accurate, insight-rich time data for invoicing clients, managing projects and supporting employees.

Priorities

Automation
Efficiency
Accuracy
Ease of use
Privacy

Results

Ensures accurate and objective timesheets.

Reduces company time tracking overhead by >75%.

Provides an enjoyable, intuitive user experience.

Secures employee buy-in using privacy by design.

Expedites team reporting and analysis.



Challenge

Before finding Timely, Nabler’s 200 employees used AceProject to track their hours. As a manual time tracking solution, it proved to be extremely time consuming — employees spent roughly an hour each week logging their time. It also left company reporting open to expensive human error and offered limited insight.

Seeking accuracy, efficiency and richer time data, Nabler naturally turned towards automation. Aside from removing the time tracking burden, they wanted a solution that could scale with them and protect employee privacy.

All Nabler’s operations teams now use Timely to accurately log hours spent on client and internal tasks. Managers and directors also use Timely to understand productivity, manage team capacity and see where time is spent across the company.

Experience



Accuracy

Timely’s automatic time tracking features proved to be a huge selling point. By connecting the Memory app and native integrations with Outlook and Asana, Nabler employees can accurately capture every detail of their work day. “Employees love that they don’t have to remember what they worked on every day and how much time they spent on a specific task”, explained Praveen: “Timely captures all our work with objective precision.”

“Drag-and-drop functionality has expedited our reporting, and we really appreciate all the customizations the Timely team made to help us track time more efficiently.”

Efficiency

Timely’s automation itself has dramatically reduced time tracking overhead. Using AI, Timely drafts time entries for Nabler employees, removing manual input and reducing logging admin. As a consequence, employees don’t waste energy and focus thinking about time tracking. “We’re also big fans of Timely’s intuitive interface”, added Praveen:

Cultural fit

While few employees enjoy tracking time, Timely has been well received across the board. “Timely’s ease of use and cool user interface helped convince our teams to migrate to the tool”, explained Praveen, which was supplemented by “unbeatable customer support”. Timely’s privacy-first approach also proved to be crucial in securing employee buy-in: “everyone feels comfortable using the tool knowing that their data is kept private to them.”



Value

Timely's automatic approach has helped Nabler reduce time tracking overhead by more than 75% — cutting the time each employee spends logging their hours each week from one hour to 10-15 minutes. By precisely capturing time spent on all tasks, Timely has also removed manual error, oversight and assumption from client invoicing.

Managers commend Timely's intuitive reporting options: "It's easy to visualize company-wide efforts in cool, customizable reports which can be shared effortlessly with clients and stakeholders." Teams can now download and share utilization reports with clients periodically with minimal manual effort. Timely's real-time dashboards are also helping managers stay on top of employee capacity and overtime.

Crucially, Nabler employees feel Timely is a tool designed for them. By removing the time tracking burden, providing an enjoyable user interface and protecting individual privacy, teams trust the tool. This helped to secure employee buy-in and streamlined the whole onboarding process: "employees got the concept and adopted the tool really quickly."

"Timely offered us amazing customer support and very quick onboarding. With constant upgrades, it's a scalable solution for our company."