



PROCESS + DOCUMENTATION = \$\$ PROFIT \$\$

Los Angeles IT Firm Saves Time, Money and Resources

Thanks to Love Affair with SOPculture



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LA Creative Technologies is a leading Los Angeles IT service and support firm, serving businesses across all industries.

They strive to provide strategic IT consultation and solutions, designed specifically to help business owners thrive. The LA Creative approach to client service has always been rooted in an adherence to process and procedure, which ensures that nothing gets overlooked and every client gets the premium service and support experience they deserve.

"SOPculture processes have helped streamline operations at LA Creative from top to bottom."

Process and procedure aren't just part of client service at LA Creative Technologies either. Thanks to cross-country insights from Raj Goel, Founder of SOPculture, processes have helped streamline operations at LA Creative from top to bottom. While implementing standard operating procedures (SOPs) is critical for optimizing client service, a long-standing connection with Goel has helped the LA Creative team implement SOPs to streamline every aspect of their business.

Adopting SOPculture: Business Driven & Defined by Process

Josh Weiss, President, CIO & Founder of LA Creative Technologies has long been connected to SOPculture Founder and Brainlink International CTO, Raj Goel, from various industry events and online forums. Thanks to this connection, Goel's insight on the importance of developing regimented processes and sticking to them has been incredibly influential to Weiss as an entrepreneur.

"He really taught me the importance of SOPs long before SOPculture was officially formed.

"I've known Raj for over eight years and he's always offered great suggestions on how to better operate a growing business," says Weiss. "He really taught me the importance of SOPs long before SOPculture was officially formed. His writing and our conversations really got through to me about the importance of nailing down processes to optimize both productivity and profitability."

Over time, Raj genuinely challenged Weiss and encouraged him to draft specific processes inside every aspect of operations at LA Creative. It wasn't long before every facet of his operations had a thorough a detailed SOP, designed specifically to drive efficiency and optimization.

With Raj's support, Weiss and the LA Creative team implemented SOPs for all operational responsibilities including:

- Front line technical tasks like setting up firewalls or switches for clients,
- Sales and communication efforts like proposal generation,
- Tedious internal jobs like invoicing, payroll, accounting and more.



We INCREASE YOUR TEAM'S PRODUCTIVITY by responding quickly to critical issues, improving systems stability, reducing downtime and resolving long -standing performance issues.

Reaping the Benefits of SOPculture – Delegation, Organization, and Optimization

With SOPs in place for every aspect of business at LA Creative, their team has been lucky enough to reap the benefits that SOPculture offers. SOPculture has allowed the LA Creative team to take very complicated procedures – all of which were falling on the shoulders of management – and pass these tasks off to skilled, but less technical employees. By creating thorough, step-by-step plans for every facet of their business, other employees could take on tasks as needed. The SOPculture difference makes delegation efforts easier and more effective.

"Thanks to SOPculture, we have a set plan for even the most minuscule aspects of our business."

"I was doing way too many things myself which was leading to mistakes," says Weiss. "Thanks to SOPculture, we have a set plan for even the most minuscule aspects of our business. Everything's laid out in detail and easy to follow. It's made us more productive and more profitable."

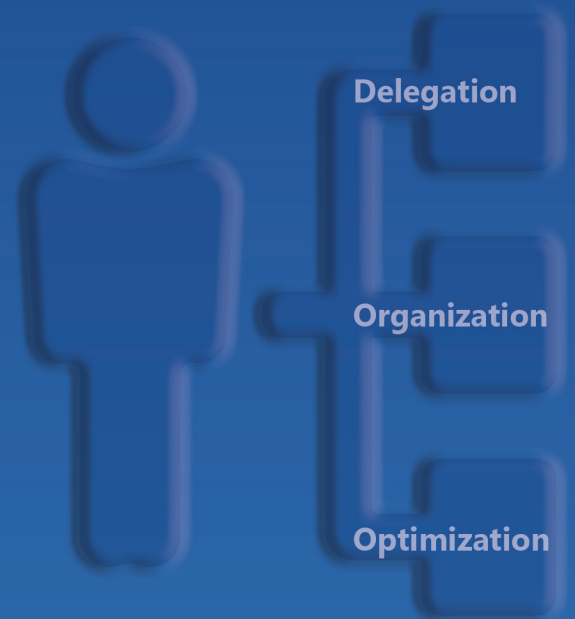
SOPculture helped LA Creative Technologies spotlight the areas of their business that were eating up time and resources.

Additionally, SOPculture helped LA Creative Technologies spotlight the areas of their business that were eating up time and resources. Internal tasks like accounting, invoicing and proposal generation were found to be incredibly time-consuming. Considering this, LA Creative decided that the best course of action for these tasks would be to outsource them completely. This has saved exponential time and resources, allowing the LA Creative team to focus more intently on client service.

"That's another benefit of adhering to SOPculture," says Weiss. "Internal resources get streamlined and outsourcing happens where it's deemed necessary and applicable. It's allowed us to move forward in leaps and bounds."

"Overall, we've benefited greatly from Raj's SOPculture insight," continues Weiss. "I recommend the SOPculture program strongly, especially to professionals who are trying to take on the task of trying to nail down procedure. Using the best-in-class tools that SOPculture offers saves hundreds of hours of work. It gives professionals time back and sets businesses up to be wholly successful."

Wondering how your business' operations could be better streamlined? Looking to get processes drafted but not sure how or where to start? Look no further than SOPculture.



Get in touch with the process experts right away at (917) 685-7731.

To connect directly with Raj to learn more, reach out via email at raj@brainlink.com

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