EMMsphere

INSIGHTS & BEST PRACTICES

Help Me Help You: From Support Queue to Adoption

How a simple Workfront support queue became the engine for measurable adoption, leadership visibility, and multi-million dollar value realization through automation.

DC Daniel Clarke
EMMSPHERE

2–3×	$2M+	50 hrs	3
ACTUAL VS. ESTIMATED EFFORT	SAVINGS UNLOCKED VIA FUSION	WEEKLY SUPPORT MADE VISIBLE	CORE DIMENSIONS OF THE QUEUE

THE 3 DIMENSIONS OF A SUCCESSFUL SUPPORT QUEUE

People	Process	Platform
Daily users & requesters	Structured intake forms	Workfront queue setup
Champions & admins	Prioritization & backlog	Fusion automations
Executive stakeholders	Sprint & release mgmt	Reporting & dashboards
Leaders & sponsors	Feedback loops	Value tracking

> The ticket is not bureaucracy — it is **the data you need to prove the value of the work** and unlock more of it for everyone.

Minimum Viable Queue: 3 Fields That Drive Everything

- **What is the request?** — Bug, enhancement, report, access, or maintenance
- **Which team?** — Ties every ticket to a business unit
- **What is the impact?** — Quantifies urgency and prioritizes the backlog

Don't aim for perfection at the start — get it in, get people using it, and enhance as you learn.

What the Queue Exposes

- Bottlenecks & where work actually slows down
- Real time invested — a "2-hr ask" often takes 10 hrs
- Admin bandwidth: visible proof of 30–50 hrs/week
- Accountability — users can track their own submissions
- Justification for additional headcount or tooling

The Fusion Unlock

Connecting Workfront Fusion to your queue transforms isolated improvements into enterprise-scale savings. Those 5-minute manual tasks? Fusion eliminates them — and the numbers add up fast.

$20K–30K	Savings from a single automation improvement
$2M+	Savings across a portfolio of Fusion automations
$0	Cost once Fusion handles a previously manual task

START NOW — THE "IF YOU'RE STARTING TODAY" PLAYBOOK

1. **Ship the MVP**
   Who is the team, what is the impact, what is the request. Three fields. Launch today.
2. **Get Leadership Buy-In**
   Make this the official channel. Nothing sticks without exec reinforcement.
3. **Tell the Story**
   Tie ticket submission to visible outcomes and data — not rules.
4. **Track & Show Value**
   Report savings, hours, and impact back to leaders via queue data.
5. **Layer in Fusion**
   Once patterns emerge, automate them. That's where savings scale.

Keep Users in the System

The request, conversation, decision, and resolution all live in Workfront — creating a complete value story to share back to the broader user community.

Turn Support Into a Business Case

"I saved $500K building this expense flow." The queue gives you the data to say that — and ask for the headcount to double it.

Design for Where You're Going

Think beyond today. Design groups, teams, and access levels with scale in mind — and plan release management before you need it.

READY TO BUILD YOURS?

Turn your support queue into a value engine.

Book a free 15-minute intro call and let's talk about what's possible for your Workfront practice.

BOOK A 15-MIN INTRO CALL →