

# When Your Tech Stops Being a 3am Problem

## How Tews got confidence, clarity, and time back

### The challenge Tews came to us with

Technology plays a critical role in daily operations for Tews. Like many teams, responsibility for their CRM sat with a small number of people — creating pressure, bottlenecks, and constant second-guessing. System decisions took time, issues lingered, and strategic work was often crowded out by reactive tasks.

Without clear ownership and specialist support:

- Tech decisions became mentally draining
- Time was lost to manual work and uncertainty
- Confidence in reporting, vendors, and future readiness was fragile

### Our approach

Rather than adding more tools or internal burden, Tews partnered with Broad & Madison for fractional admin support.

The goal wasn't perfection overnight — it was calm, consistent ownership of their CRM environment, with a focus on:

- reducing friction
- restoring confidence
- creating space for strategic leadership

Broad & Madison worked as an extension of the team, helping Tews move forward without overwhelm.

### Why it worked

Tews didn't need someone to "fix everything," or to buy more tools. They needed a partner who understood recruitment tech, shared ownership, and removed the mental load that comes with carrying it alone. By focusing on stability, clarity, and progress — not noise — Broad & Madison helped Tews turn their CRM from a source of stress into something they could trust.

With a stronger foundation in place, Tews is now focused on building for the future — confident their systems will scale alongside the business, rather than slow it down.

### The impact

In just a few months, Tews saw meaningful progress:

- Significant time reclaimed: around 20+ hours per month saved, with additional capacity unlocked across the team.
- Leadership headspace restored: Less firefighting, fewer late-night worries, and more time spent on strategy, growth, and revenue.
- Greater confidence in decisions: From vendor conversations to internal system choices, Tews could move forward knowing they were asking the right questions and building on solid foundations.

*"You guys have just been amazing... It's given me confidence and also given me the time to build our team and continue to drive revenue."*

Robin Elkins, VP - Operations, Tews

