





# KATHERINE HALL

Marketing Manager

We interviewed Katherine after 4 months of using PageProof.

## Before PageProof

### Paper, red pens, and slow approvals

Before PageProof, approvals at Competenz were slow and messy. Paper printouts and red pens dominated the process, with no clear ownership or easy way to capture everyone's input. For the marketing and communications teams, ensuring all voices were heard – and reflected accurately – was time-consuming and frustrating.

# 36

Competenz sets the training standards and writes the qualifications for **36 different industries.**

# Challenges to solve

## Approvals dragged on for months

Reviewing a 108-page trades guide involved dozens of stakeholders across different teams. The paper-based process – filled with printouts, red pens, and multiple versions – was slow, confusing, and difficult to manage. Feedback often overlapped or conflicted, meaning projects that should have moved quickly ended up taking more than three months.

## Lack of ownership and visibility

It wasn't always clear who had reviewed a document, whether changes had been addressed, or what the latest version was. Marketing managers spent valuable time chasing feedback and piecing together updates, instead of driving campaigns forward. This lack of visibility created delays, confusion, and unnecessary rework.

## Inefficient collaboration

Input was needed from sector specialists, product owners, schools, and Māori and Pasifika teams. But coordinating such a wide group was challenging. Multiple reviewers rarely saw the same version at the same time, making it difficult to build consensus. The result was bottlenecks and frustration for everyone involved.

**BEFORE**

**Approvals dragged on for  
3+ months.**

# Key requirement

## Managing multiple stakeholders with ease

Competenz needed a single proofing platform to bring all reviewers together, cut duplication, and provide a clear, accountable process. Centralized feedback would help the team align faster and keep projects moving.

## Keeping deadlines on track

Automated reminders were critical to keep reviewers accountable and prevent delays. A system that nudged stakeholders at the right time would ensure approvals progressed smoothly.

## Accountability and compliance

Changes needed to be tracked. Competenz required a clear audit trail showing who made comments, when they were actioned, and what decisions were made – removing ambiguity and building trust.

## Seamless Adobe integration

For designers, the integration with Adobe InDesign was essential. PageProof's clear to-do list inside InDesign meant revisions could be made quickly and accurately, reducing errors and giving designers confidence that no feedback was missed.

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*Designers love the InDesign integration – total control, clear to-dos, no missed changes.*

”

**5 specialist teams reviewing one proof – without confusion.**

# After implementing PageProof

## Intuitive & increased productivity

With PageProof in place, Competenz saw a dramatic shift in how reviews were managed. Reviewers became more engaged and responsive, and feedback was easier to consolidate. Designers in particular valued the control and visibility they gained – every change was tracked, nothing slipped through, and the InDesign integration made managing to-dos effortless.

The messy, paper-based process was replaced with a smooth digital workflow. Automated reminders kept deadlines moving, and all feedback lived in one place, reducing confusion and rework. What once took over three months was now completed in weeks – a 46% faster turnaround that freed the marketing team to focus on new projects.

Beyond speed, the process itself became more enjoyable. Teams no longer dreaded reviews, and stakeholders could see progress clearly from start to finish. PageProof didn't just streamline approvals – it built confidence across the organization that their materials were accurate, consistent, and ready to deliver.

“*Incredibly easy markup of comments and collaboration with different teams. We're all on the same page, literally, with PageProof.*”

**AFTER**

**46% faster approvals.**



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