

CASE STUDY

Georgia Power uses Lytho to Prioritize High-impact Work

Fragmented Tools and Feedback Loops Slowed Down Creative Production

Georgia Power's in-house creative team manages over 3,000 projects annually across five integrated disciplines: digital, print, video, photo, and design. Their work supports 2.7 million customers and 7,000 employees across the state.

Before Lytho, their creative process relied on fragmented systems and inconsistent communication. Projects were managed through outdated tools and long email threads. Multiple stakeholders gave conflicting feedback, leading to confusion, rework, and lack of clarity.

A Two-Phase Workflow Simplified Approvals and Boosted Strategic Value

Georgia Power implemented a two-phase review process in Lytho. Internal teams now review versions before involving business partners — reducing redundant feedback and creating clearer expectations for reviewers. Cross-functional teams now align on one system, reinforcing collaborative ownership at every stage.

Real-time reporting in Lytho revealed patterns that helped the team optimize intake and resource use. Using this data, the creative team now prioritizes and focuses on projects that directly align with the company's strategic goals. And version counts dropped to just 1.2 per proof, drastically reducing time spent on revisions.

Results: Less Rework, More Strategy

- Strategically aligned work to organizational goals
- Unified five creative disciplines on one platform
- Reduced average version count to 1.2 per proof, less than half of industry benchmark
- Improved intake processes through performance reporting

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**Georgia Power**

We don't just show leadership how busy we are. We show them where we're efficient and where there's ROI

Melissa Bowers

Creative Project
Manager,
Georgia Power

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