VPI Streamlines Lead Management and Delivers Outstanding Customer Experience with SugarCRM and Pardot Integration

Challenge

- Hampered by information spread across multiple legacy systems including GoldMine CRM
- Wanted to eliminate legacy applications and unify all departments on a single, web-based platform
- Required the ability to enforce a standard sales process, generate accurate long-term forecasts, and produce reports without using Excel spreadsheets

Solution

- Selected Sugar as a web-based, on-premise solution that would accommodate Microsoft SQL and support internal departments as well as a web partner portal
- Created automated workflows to ensure that follow-up calls are automatically scheduled for appropriate employees in response to customer inquiries
- Integrated Sugar with Pardot marketing automation software

Results

- Increased time for face-to-face customer interaction by 30 percent
- Eliminated manual lead data entry by nearly 100 percent
- Made substantial contribution to VPI's reputation for delivering an outstanding customer experience

Increased time for face-to-face customer interaction by 30%

> "We constantly get feedback from customers and prospects on how quickly we respond to questions. And, SugarCRM is the tool behind the scenes that allows us to maintain exceptional relationships with our customers."
>
> Patrick Botz, Head of Marketing, VPI

Industry: Technology

Profile: VPI is the world's leading developer and provider of Customer Experience and Workforce Optimization software solutions and services for contact centers, enterprises, trading floors, government agencies, and first responders.

Website: www.vpi-corp.com