



David beats Goliath:  
 How MondoCRM applied  
 design thinking to help a  
 client fuel growth and beat  
 much bigger competitors.



## A CASE STUDY

*MondoCRM's expertise in CRM, reporting, business process and cloud technology enabled a small, veteran-owned company to triple its growth in just 2 years.*

## Executive Summary

*MondoCRM customized Act!™ so Suburban Sealing Service (SSS) could become Walgreens' #1 provider of parking lot repair and maintenance.*

In just 2 years, Walgreens recognized SSS as its #1 parking lot contractor on the performance metrics that matter most:

- ✓ Being on-time
- ✓ Being on-budget
- ✓ Responsive and accurate communications



## The Challenge

The company lacked a centralized means to track work orders between Walgreens, SSS and its subcontractors.

SSS was tracking its jobs in various Excel spread-sheets, Word documents and email threads. Communications and vital project details were disjointed and slipping through the cracks, inhibiting job performance and the company's capacity for growth.

## The Solution

MondoCRM moved Act! CRM to the cloud eliminating server costs and bringing maximum productivity regardless of management, staff or job location without loss of functionality in spotty internet areas. Mondo also added field-level security and customized Act! based on company processes and KPIs on both the job and enterprise levels. Likewise, Mondo synchronized SSS's database with Walgreens' tracking systems for seamless functionality and communications for SSS and client alike. Mondo also added considerable functionality to Act! not found off the shelf including a one-touch search for contractors within a defined radius from the worksite location. Mondo built all relevant templates for quoting, invoicing and reporting making Act! the central repository for all company processes, quality controls and functions.

## The Impact

A centralized and integrated database along with thoughtfully constructed data fields and dashboards allowed SSS to track key metrics at a glance, both at the job and enterprise levels. Not only was reporting made more relevant and efficient, but company processes became more visible so they could be refined and improved. As a result, SSS **outperformed much bigger competitors** and became Walgreens' go-to general contractor for parking lot maintenance and repaving.

**Walgreens awarded SSS exclusive contracts to maintain their parking lots in 14 additional states.**

Walgreens also asked SSS to advise other contractors and vendors on their superior business processes as a preferred vendor. **SSS has since secured two additional national account clients.**



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## The Client Quote

*"In the three years since we first met MondoCRM... we have been able to manage our entire business more efficiently and effectively, thus taking our company to the next level."*

## The Key Takeaway

1. SSS tripled its revenue and achieved return on investment less than 90 days.
2. All CRM platforms are virtually useless right out of the box. It's only when they are adapted to your business objectives and process that they begin to impact your bottom line.



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