



The Seamless Change

How MondoCRM was able to help a company transition from a dysfunctional CRM to deep insight and better processes in just one week, all while reducing costs.



A CASE STUDY

Cross-platform expertise enabled MondoCRM to help an industrial cleaning company maximize their customer data and hold reps accountable for better processes, pipeline and performance.



Executive Summary

MondoCRM knows the worst CRM is always the one not being used. We also understand the troubling dynamics of “the devil you know.”

In just 1 week, we migrated Gly-Tech from Act!, converted the data and was able to bring these long-lost functionalities to bear and even saved them money:

- ✓ E-Marketing
- ✓ One-Click Reports
- ✓ Mobile Access



The Challenge

Customer data functionality in the field was all but lost. Sales reps no longer had faith in its CRM, and too many steps were required for them to make updates. Their *Act!* configuration was clunky, the web application was too slow and it lacked crucial security features. E-Marketing was cumbersome and required additional training and fees for even baseline functionality. Over time, the system was abandoned. While this is happening, management observed that their dysfunctional CRM platform was going to cost 25% more. Costs and benefits no longer added up.

The Solution

Like crossing the River Styx, management was now faced with the daunting proposition of trading the only CRM platform they ever had for the unknown.

MondoCRM suggested *WiredContact Enterprise*. Since *WiredContact* was developed by former *Act!* engineers and consultants, the user interfaces and basic processes are strikingly similar. Any concerns about resistance from the sales reps were avoided.

Everyone noticed the improvement in overall system stability and simplicity right away. Management appreciates the extra layers of security that ensure reps can't delete data or export customer lists to Excel without permission.

The Impact

Sales reps were using the software within an hour of training and appreciated the peace of mind knowing all the *Act!* data migrated to the new system without a hitch.

Management appreciates instant insight from one-click reports and they can track each rep's activity for any given time period. E-mail campaigns can be sent without additional fees or learning yet another interface.

And everyone enjoys access to crucial customer data no matter where they are thanks to *WiredContact's* seamless mobile functionality.

GlyTech will save \$2,750 in software expenses every year without the fear of *Act!'s* recent trend of raising its annual subscription rates.



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The Client Quote

“Mark and the crew at MondoCRM made the transition smooth and easy for our sales team. The transition had us up and running quickly. We are now using *WiredContact* to our benefit and ease of use, and the results are being shown in their daily updates on their accounts“

--- Ryan Sampey, Regional Manager, Gly-Tech Industries

The Key Takeaways

1. With MondoCRM on point, change doesn't have to be expensive, disruptive or scary.
2. When reps are actually using their CRM, deals don't slip through the cracks and management can monitor process and pipeline efficiently.



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