

Pure360

Pure360 Consolidates Data On SugarCRM® And
Converts Leads Faster



Email Services Company Customises Sugar and Increases Operational Efficiency

Pure360 provides complex email and SMS messaging services for more than 1,500 UK and international organisations. After growing at an average rate of 36 percent a year, Pure360 moved from Sugar Community Edition to Sugar Professional. Having a centralised Sugar solution with all relevant information accessible from a single, easily navigable interface has improved efficiencies across the sales organisation.

Sugar has increased lead conversion while reducing duplication. Process automation has also upped the number of prospective client meetings by 15 percent. And reports that once took a half day to produce can now be done in ten minutes.

Business Challenges

Pure360 initially deployed Sugar Community Edition, which had grown organically without any overall planning or consensus about how it should evolve. As Pure360 grew, the company realised it needed a more advanced solution to improve process efficiency, workflow, reporting, and the effectiveness of lead management.

“We needed a CRM system with greater flexibility that we could customise ourselves to get it just how we wanted it,” explains Holly Hunt, CRM and data manager for Pure360. “We also wanted to use the opportunity to develop a future-proof CRM system that would be capable of growing with us.”

The Solution: Sugar Professional

Pure360 considered several solutions, including Salesforce and Microsoft Dynamics, before choosing Sugar Professional. “The alternatives we looked at had their merits, but Sugar was easily the most affordable option and it had better customisation opportunities,” Hunt notes. “This was very important to us as we wanted to take charge of the system and adapt it to our exact needs.”

Pure360 gradually rolled out its Sugar solution, including an initial solution review, consultation, and testing. Since then, Sugar has been integrated with several company systems including Zendesk, a customer service ticketing software solution, as well as Facebook and Twitter.

The Facebook and Twitter integrations enable staff to identify possible leads by tracking the social activity of clients and prospects. And, to develop a more complete picture of its customers, the company integrated Sugar with the PureResponse email system, which allows it to send billions of messages and track the effectiveness and response of each.

“ Sugar has allowed our staff to work faster. We’ve been able to set up very efficient automated workflows that make it much easier for our salespeople to convert leads.”

Holly Hunt
CRM and Data Manager
Pure360

Business Benefits

Having a centralised Sugar solution with all relevant information accessible from a single, easily navigable interface has increased efficiencies across Pure360's sales organisation. Customisations to Sugar have made key tasks easily available from within the call module where operatives spend more than 70 percent of their time. Now the sales team can follow leads through to conversion faster than previously.

Introduction of custom workflows has increased accuracy and consistency by making sure everyone does the right thing at the right time. Now leads are automatically assigned to teams and progress is updated in real time across the platform. This has helped to reduce duplication.

Sugar's automation of activities has saved time and increased the number of prospective client meetings by 15 percent. For example, booking a meeting automatically converts a lead and creates a company contact. With automated reporting across various modules, reports can also be prepared much more quickly, such as the ratio of meetings to calls, analysis of revenue by lead source, and more. Reporting that once took half a day can now be done in ten minutes.

"Sugar has allowed our staff to work faster," concludes Hunt. "We've been able to set up very efficient automated workflows that make it much easier for our salespeople to manage leads."

About Pure360

Pure360 is an email and SMS marketing company based in Brighton. With over 100 employees, it provides direct marketing and consulting services for clients including Capita and Seatwave. The company doesn't lock its clients into contracts and has built and continues to maintain its position through results.



Company Profile

Headquarters:
Brighton, UK

Founded: 2001

Company Description:
Pure360 is an email and SMS marketing company providing mailing services, consulting, and training for marketers.

Website:
www.pure360.com

Solution:
Sugar Professional

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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