



How an Internet Service Provider Closed More Deals with Zuper and HubSpot Integration



Summary

Are you tired of being stuck in the slow lane, manually converting deals into work orders? Constantly toggling between tabs can drain your business's efficiency, stealing precious time that could be better spent. Many successful businesses, including our customer in San Diego, have faced this challenge. Here's the catch: Zuper + HubSpot integration can put an end to this loop by bringing your sales, service, and field operations into one platform. Read on to discover why our customer found HubSpot CRM to be the right fit and made the switch from Copper CRM.

Sound familiar?

Although a leading provider of fiber-sourced broadband and wireless internet services in San Diego, our customer wasted countless hours switching between Copper CRM and separate work order systems. This constant back-and-forth created a huge efficiency drain for their service reps and resulted in poor customer experience.

To be honest, they were losing out on customers. One of their customers was dealing with internet issues all week. She had already called customer service two times, but the network problem was repeated. When she called for the third time, she was frustrated as she couldn't finish her office work throughout the week.

Provided this situation, the customer rep couldn't find the past service history. He tried to make small talks of reassurance to gather some time to find the info. In utter failure, he asked for more time. The customer lost her cool and decided to switch to a different provider.

Difficulty in managing sales data

They were struggling to gather information, facing obstacles at every step of the closing process. Their information was all over the place—emails here, notes there, call logs in a different system. This scattered approach led to confusion. They found it hard to personalize pitches, track actions, or follow up with leads effectively. This disorganization caused them to miss opportunities, like forgetting to send a proposal or addressing a key customer concern during an important call. As a result, they were losing out on deals they could have closed, and the ones they did get, they struggled to convert into work orders. This was a major setback for them.

Commitment to finding an integrated FSM and CRM solution

Frustrated with the inefficiencies in their sales, service, and field operations, our customer made a firm commitment to find an integrated FSM and CRM solution. Their search led them to HubSpot's Inbound event, where they discovered Zuper. After visiting our booth and trying out our software, they were impressed by its flexible, customizable features and enterprise-ready integrations. Trying out HubSpot confirmed that Zuper+HubSpot was the tailored fit for their business, and their journey with us began.





Challenges

Although we can go on and on about the problems our customer's sales team faced, we can categorize the challenges they faced into below.

— Wasted time

Switching between platforms to convert deals and requests into work orders is a time-consuming nightmare. How many deals could your team close if they weren't stuck in data entry limbo?

— Error-prone processes

Manual data entry between systems is a recipe for errors. Typos and inconsistencies can slow down your service times and lead to customer dissatisfaction.

— Information silos

Without integration, valuable customer data gets trapped in separate systems. Your reps can't see the whole picture, making it difficult to provide the best possible service.

— Frustrated customers

Delays caused by inefficient workflows can leave your customers waiting on hold, fuming. Is that the kind of experience you want to deliver?



Solution

With Zuper and HubSpot in place, you could convert deals and requests into work orders with a single click, all within the familiar HubSpot interface, allowing your team to work faster, eliminate errors, and keep customers happy.

✓ Automated work order creation

Eliminates manual data entry by syncing job details from existing tickets and deals in HubSpot.

✓ Optimized technician scheduling

Efficiently dispatches technicians based on skills, location, and availability directly within HubSpot.

✓ Improved ETA accuracy

Utilizes real-time location tracking to provide precise arrival time estimates for improved customer service.

✓ Enhanced field service communication

Enables technicians and service reps to stay updated on job progress through Zuper's mobile app.

✓ Streamlined data collection

Captures signatures, customer feedback, and notes directly in the field through the mobile app, syncing all data to HubSpot.

✓ Complete service history tracking

Tracks all activities from the initial request, providing new team members with a complete service history for seamless handover.

Put an end to your productivity killer

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While your competitors are struggling with outdated workflows, you can be a successful example of efficiency with Zuper and HubSpot. Stop wasting time and start exceeding customer expectations. Get the Zuper and HubSpot integration today!

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