CASE STUDY

Faye Helps Hunter Produce Wins With SugarCRM

Hunter®

Hunter is a manufacturing company best-known for making top-end sprinkler systems utilized by golf courses, amusement parks, national landmarks, and commercial spaces all over the globe.

Industry
Manufacturing

Size
1000 - 5000 employees

Location
San Marcos, CA

SugarCRM Use Case
Hunter uses the Splash gamification platform for SugarCRM to improve CRM adoption.

Sugar products in use
Sugar Enterprise

Integrations
Splash: Gamification Platform for Sugar
Sugar Mobile e

Summary

For years, Hunter struggled to get its sales team to adopt SugarCRM. By using Faye's Splash gamification platform, Hunter was able to take advantage of the competitive nature of their sales teams, and dramatically improve their CRM adoption.

The Challenge

When Hunter adopted SugarCRM, their goal was to modernize a 30-year-old sales system built around business cards, Rolodexes, and handwritten notes. This old-school approach was slow, unreliable, and plagued by inaccurate and outdated information. Even worse, it offered zero visibility into the sales pipeline for Hunter's management.

However, Hunter's salespeople were less than thrilled about adopting SugarCRM even though the management team saw the obvious benefits. Hunter's management team needed a way to sway the opinion of the sales team to not only see the value of SugarCRM but also make the adoption process enjoyable. That is why our team suggested the Splash gamification platform for SugarCRM.

The Solution

Faye rolled out Splash for the Hunter sales team, which works by providing game-like incentives for completing CRM-based tasks. These tasks range in difficulty and include activities like creating meetings and updating accounts. As Hunter's sales staff competed with one another using Splash to win prizes, they were learning to master SugarCRM.

One sales rep spent two entire weekends entering and updating contacts that had never been in the company's system-all in the hopes of getting enough points to win a new gas grill. In a matter of weeks, key customer and sales data that had been entirely inaccessible to Hunter's management was suddenly available within just a few mouse clicks. Better yet, the sales teams started using Sugar as their primary tool for customer management since they finally saw the time saving value of SugarCRM.

The Outcome

Hunter increased the number of:
- Accounts created within Sugar by 72%
- Accounts modified within Sugar by 228%
- Contacts modified within Sugar by 6,218%

Would you like help increasing user adoption of your Sugar purchase? Reach out to our sales team today to get started!