

CASE STUDY · CRM & SALES

A CRM that tracks every lead from first contact to finished job.

+38%

LEAD-TO-WON CONVERSION

Zero

LEADS LOST TO MISSED
FOLLOW-UPS

1 system

REPLACED WHATSAPP AND
SPREADSHEETS

THE PROBLEM

Sales ran on WhatsApp chats, spreadsheets and personal inboxes. Leads went cold because nobody knew who should follow up next.

WHAT WE BUILT

One pipeline from lead to project, follow-ups with an owner and a date, and a live view of profit on every job.

“Our reps finally trust the numbers in front of them.”

HEAD OF SALES · [CLIENT NAME]