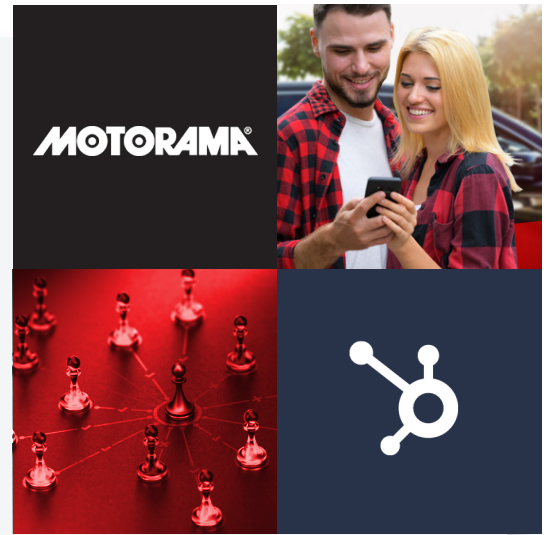


# Case Study

**Client:** Motorama

## Overview

Motorama were looking to scale up their operations & automate manual processes that were time consuming to complete.



## Key Takeaways



Implement a CRM



Refine lead management process



Implement new technology to fast track manual processes



Add automation to save time on manual processes

## Goals

1. Scale up processes and implement new technology
2. Automate processes to save time
3. Improve efficiency in processes to maximise productivity

## The Challenge

Motorama were looking to update their processes for lead management and move away from using spreadsheets. They needed a solution that would enhance their lead management strategies and assist them with nurturing leads automatically.

Their sales pipelines were primarily manual run, which became harder to manage with the amount of growth they were experiencing. They wanted to ensure their new processes would be efficient and scalable for the future.

## The Solution

We implemented a single source of truth for Motorama by utilising Hubspot's CRM and Sales Hub software. This would enable them to have accurate data and enhance their lead management processes.

We refined Motorama's sales pipeline to provide greater visibility in the sales process. Automation was used to speed up the lead nurturing process and the completion of daily tasks.

We integrated a bespoke messaging software and automated communications including email nurturing and SMS.

Motorama could now easily run reports with their primed data and operate their sales process from one location.