FAYE

HUNTER FLIES HIGH WITH SUGARCRM

Some eat steak.
We eat software.

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WE EAT
SOFTWARE

FOR YEARS, HUNTER, A GLOBAL IRRIGATION TECHNOLOGY COMPANY, STRUGGLED TO GET THEIR SALES TEAMS TO ADOPT THEIR SUGARCRM SOLUTION. BY USING THE SPLASH GAMIFICATION PLATFORM, THEY WERE ABLE TO TAKE ADVANTAGE OF THE COMPETITIVE NATURE OF THEIR SALES TEAMS, AND DRAMATICALLY IMPROVE THEIR CRM ADOPTION.

Hunter's results speak for themselves:

72%	228%	6,218%
2,500 IN 2017	5,500 IN 2017	1,700 IN 2017
4,300 IN 2018	18,000 IN 2018	109,500 IN 2018
Increase in accounts created	Increase in accounts modified	Increase in contacts modified

CHALLENGES

Even for one of the world's foremost irrigation technology companies, gamification platform, they were able to take advantage of the competitive nature of their sales teams, and dramatically improve their CRM adoption. in accounts modified in contacts modified CRM adoption can be a challenge. Hunter is best-known as the maker of top-end sprinkler systems utilized by golf courses, amusement parks, national landmarks, and commercial spaces all over the globe. Without a modern CRM system, it's almost impossible to imagine that you could keep all that customer and prospect information straight, but that's exactly how Hunter operated.

When Hunter adopted SugarCRM in 2010, 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 This old-school approach was slow and unreliable, and it was plagued by inaccurate and outdated information.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 the new technology.

"They fought us tooth and nail about adopting Sugar," recalls Julie Shoup, Hunter's Marketing Applications Supervisor. "They had these big books of business cards. And when we would train them on the CRM, they would say, 'Why do I need this? I already know who my customers are.'"

Even though Hunter's management found the benefits of SugarCRM to be obvious, the company wouldn't be able to get the largest return on investment possible. Thankfully, the company discovered the Splash gamification platform. Almost overnight, the sales teams started seeing SugarCRM in an entirely new light.

SOLUTIONS

"Our salespeople are really competitive," Shoup says. "The great thing about using Splash is that it allowed us to throw some prizes and bling at them, just for learning how to use the system they already had."

Splash works by providing game-like incentives for completing CRM-based tasks. As Hunter's sales staff competed with one another to win prizes, they were actually learning to master SugarCRM. For instance, one salesperson 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.

"IT WAS REALLY FUNNY," SAYS SHOUP. "WE ROLLED SPLASH OUT TO OUR DOMESTIC SALES TEAMS, WHICH IS ABOUT 120 PEOPLE. WE STARTED THEM OFF EASY, WITH TASKS LIKE CREATING MEETINGS AND UPDATING ACCOUNTS. ON THAT FIRST MONDAY, WHICH IS THEIR OFFICE DAY, THEY WENT CRAZY FOR IT. ALL DAY LONG, THEY WERE CALLING US WITH QUESTIONS ABOUT HOW TO DO VARIOUS TASKS IN SUGAR. THEY WANTED THOSE POINTS!"

In a matter of weeks, key customer and sales data that had been completely 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 timesaving value of their CRM system. Those hefty old tomes that were filled with business cards started gathering dust.

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LASTING RESULTS

"THE RESULTS WERE ASTRONOMICAL FOR US," SHOUP SAYS. "JUST BY LOOKING AT THE NUMBERS, YOU CAN SEE THE DRAMATIC CHANGE IN OUR LIVES. IT HAS BEEN REALLY, REALLY GOOD."

Before adopting Splash, Hunter had a serious issue with inaccurate, outdated, and otherwise "dirty" data within their CRM system. The sales teams simply had no incentive for making sure the records were correct, and rarely bothered to check. But Splash changed all that by providing a simple incentive for updating old customer records, as well as rewards for adding new customers, tracking meetings, and doing other essential CRM-based tasks.

Within a year of launching Splash, the company saw the number of new contacts created within Sugar rise from 6,800 to 10,300 (a 53% increase). New accounts also grew dramatically, from 2,500 from 4,300 (a 72% increase). In addition, the sales team also invested a substantial amount of time in cleaning up their existing records, with account updates growing from 5,500 changes in 2017 to over 18,000 in 2018.

But none of these statistics compare to the staggering increase in modified contacts (or current information about existing leads and prospects) that grew from a mere 6,800 updates to an incredible 109,000 within just one year. This situation wasn't about the sales staff gaming the system either, as Splash has robust anti-cheat tools that keep users honest. Instead, they were real updates about every potential customer in Hunter's sales funnel.

Splash has been such as success for Hunter that the company plans to expand the system in 2019 and roll it out to their international sales teams. The company is also starting to see their investment in SugarCRM pay off in a major way. "They say that something like 70% of CRMs fail, and we've certainly struggled with ours a few times," Shoup says. "Our company definitely had a deficit in technology, but what we're doing today is really on the forefront of technology. We're going in a great new direction."

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FayeBSG is a global technology company that helps companies grow by successfully creating, customizing, implementing, and managing industry leading customer experience, CRM, and ERP software platforms to meet ever evolving business needs.

As a SugarCRM Elite partner and awarded the 2020 SugarCRM Global Reseller of the Year, FayeBSG is also a leading partner with Sage, Zendesk, Ytel, Hubspot and a variety of custom software solutions. FayeBSG is known for their SugarCRM integrations with Sage 100, Quickbooks, NetSuite, Acumatica, Intacct, Constant Contact, Authorize.Net, Hubspot, Ring Central, Box, Jira, Ytel, and more. Services include project management, software implementations, consulting, training, custom development, and support. Specializing in software implementations for a variety of industries, FayeBSG has customized successful CRM, ERP and Marketing Automation platforms for a variety of mid-market and enterprise businesses.

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