

A Client Success Story

INDUSTRY: SPORTS ENTERTAINMENT

From an Inoperable System to 100% Functional CRM

● THE CHALLENGE:

The Client wanted to migrate to a new CRM to save costs.

An earlier migration attempt failed, rendering the new CRM inoperable for the client.

The data migration includes the transfer of 160K contact details, which will be used as a resource for the client's Sales and Email Marketing events.

● SOLUTION:

After an in-depth evaluation & planning, Hey Success provided a migration strategy to the Client.

Hey Success did the following:

- Identified and collated data from all resources
- Improved Data Integrity, and data quality
- Reviewed the capability & limitations of the new system and solved any underlying issues
- Made the data compatible to the new system
- Completed the migration of the data and set-up of the CRM

● FINAL RESULT:

- Successfully transferred the 160K contacts
- Handed over a 100% functional CRM to client

As a result, client can now fully utilize the new CRM for their Sales and Marketing events.

WORK WITH US

Send Your Inquiry Here