Industry
Information Technology

Use Case
Social Selling & Marketing

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Nurturing Customers with Nimble

The Customer: Who is Skyline Boston?

Skyline Boston has been providing organizations with lightweight tradeshow exhibit solutions for over twenty-five years. The company offers a product line with 19 exhibit systems to choose from, including: tabletop displays, portable displays, modular inline exhibits and large scale island displays. Skyline Boston is a member of the global Skyline network providing services to nearly 100 North American design centers.

The Challenge: Find a Cloud Hosted CRM

Skyline Boston had been using the now antiquated GoldMine CRM for years and was ready for an upgrade to a cloud-hosted solution. Though GoldMine is a fully functional CRM the team was simply using it as an electronic rolodex. They didn't use it for sales forecasting, conversation tracking or any of the other core features of a great CRM because of its legacy architecture made it hard to synchronize data. Not to mention GoldMine didn't work with the new Windows 7 operating system!

Brian Butler, account executive at Skyline says, "GoldMine had become a headache. We used it to create and view contact information but we didn't live in the CRM like we knew we should. When we decided to upgrade we began looking for a hosted solution that had a clean interface, wasn't loaded down with a bunch of features we didn't need and that the whole team could feel comfortable using no matter what their technical skill level."

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Skyline Boston evaluated multiple offerings including Microsoft CRM, Salesforce.com and SugarCRM; however, each of these systems didn’t quite fit their needs. Microsoft CRM didn’t have an API though their pricing was affordable. Salesforce.com had an API but their feature set was clearly made for the enterprise. SugarCRM was both affordable and had a nice basic feature set, but it lacked auto discovery of engagement opportunities and other necessary integrations for a social business.

Butler says, “Salesforce is nice but it’s a big company making software for other large companies. It was too much for us. We almost went with SugarCRM but when I saw the functionality of Nimble I was like ‘HOLY COW’ and knew it was the right solution for our team.”

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The Solution: Nurturing customer relationships with Nimble

Through the Nimble partner program, Skyline Boston was able to meet with a local Nimble reseller, Harvest Solutions, to receive a personalized demo of the software.

Butler exclaims, “I met with Karen Holt at Harvest Solutions and we ended up having a three hour meeting. The Nimble demo made my jaw drop! I couldn’t believe how forward thinking the software was. The social aspect of Nimble is very powerful. Using social media as a customer relationship channel is no longer a luxury, it’s a must-do. I knew Nimble would really help us in this regard– we’d finally be able to grow, nurture and track our social communities through our CRM.”

Using Nimble the Skyline Boston team can view all of their social notifications in one stream, create custom fields for their contact records, manage their Facebook, Twitter and Google+ accounts, import and sync their calendars and tasks, view and set tasks forteam members and so much more!

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Harvest Solutions had the expertise to extract the data Skyline needed from GoldMine. Karen worked closely with Brian to import over 4,000 contacts to Nimble in December, even as Nimble development continued to release fixes and new features every week. Harvest Solutions listened to understand Skyline’s business needs and translated these requirements to configure the appropriate fields and tags for Nimble, and provide the right training to eight Skyline Nimble users.

From setup to daily execution Nimble helps Skyline strengthen their customer relationships. “One thing we really love about Nimble is the way it handles data import. We have total control over it – that’s something the other CRMs just don’t offer” says Butler. This is important

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to Skyline because it ensures the team doesn’t have to switchback and forth between several pieces of software to find the right information at the right time.

“I began to get why Nimble was so uniquely powerful after I found out that the founder of Nimble, Jon Ferrara, was also the founder and creator of GoldMine, our previous CRM platform.” said Butler. “GoldMine pioneered CRM when we first installed it 15 years ago,Nimble is the Social CRM pioneer today.”

Today the Skyline Boston team finally has a CRM that they all love to use and can live in. “Before Nimble our customer data was scattered in a variety of different tabs, folders and software. It was a mess. Now all of our customer information is held in one central location in the cloud. This makes it accessible to everyone on the team at any time–and we love that our customer information now includes social data! We are so impressed with Nimble, it really brings the WOW factor,” says Butler.

Since starting to use Nimble the Skyline Boston team has increased social sales, team productivity and online engagement opportunities with customers and leads. Butler says, “Thanks to Nimble our team just closed a sale from LinkedIn. We’re looking forward to discovering and nurturing more opportunities like this. We couldn’t be happier with our decision to use Nimble as our CRM.”