

Epic Design Labs is using PieSync to keep customer contacts in sync between SharpSpring, Zendesk, Recurly and Google Contacts.

epic design labs

"We are a team dedicated to helping companies grow and achieve their goals using data to make the best decisions. We build websites that convert and use inbound marketing strategies to expand our clients' reach. We work with high-integrity clients who seek to make an impact for their clients and the world. We believe in excellence in delivery and communication with our clients."

www.epicdesignlabs.com

"PieSync works perfectly. What I like the most about the service is to have all the contact data align between our different apps. I don't have to worry about isolated data anymore."

Kalon Wiggins - Digital Marketer at Epic Design Labs

The Challenge

Epic Design Labs is a Portland-based web services business. Every client relationship they form is defined by their passion, knowledge and creativity to deliver a collaborative experience and brand that stands out from the crowd. They are committed to their clients and make them the centre of their work.

Keeping up these standards became a challenge when they started to grow. Having a bigger team meant using more cloud apps, and ultimately created a

customer knowledge gap between departments. It became impossible to have a 360° view of each client.

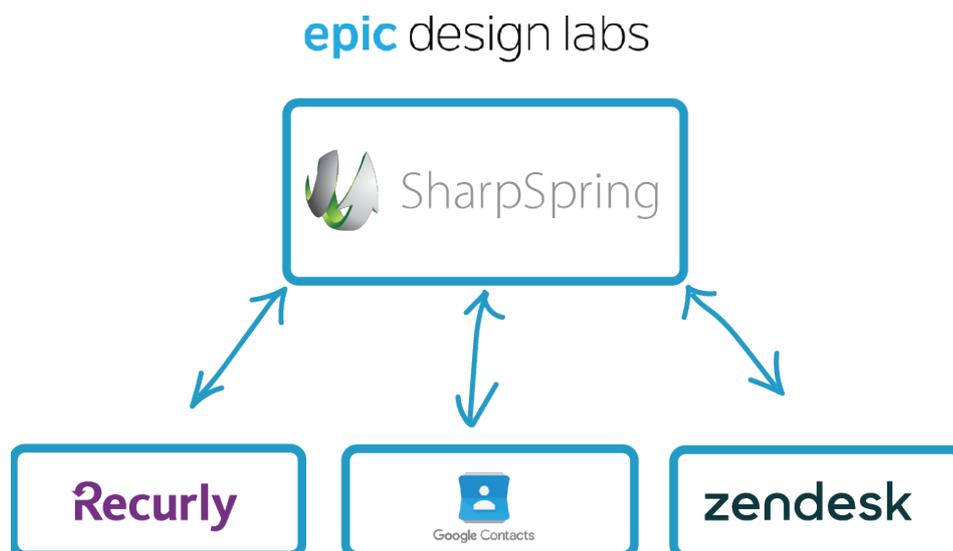
Kalon Wiggins, Digital Marketer at Epic Design Labs, was assigned to search for a solution, a way to give their clients their rightful place at the centre of the business. “Before PieSync there was a no procedure to manage the contact data. Our contacts were all around our company in several apps within the different departments”, said Kalon.

How did PieSync Help

Kalon and the rest of the Marketing Department were using SharpSpring. They knew they wanted to use SharpSpring as their central source of truth. The marketing team were already using several features of SharpSpring to communicate with their clients. “The problem was that it was not the only platform through which we interacted with our customers. Zendesk was gathering great information too and the people from Accountancy had to keep everyone posted about active clients in Recurly.”

This is where PieSync stepped in. By using PieSync, each app is now reliably up to date with the most current client contact data.

Epic Design Labs created three 2-way syncs with SharpSpring:



These connections enable the automation of a series of processes that, before PieSync, required manual labour or were inefficient.

For example, whenever a client buys one of Epic Design Labs' services, their profile is updated in Recurly as an "Active Client." PieSync Syncs that information in real time to an email list in SharpSpring.

Whenever someone from their Sales Department adds a new potential customer to their Google Contacts, it's automatically synced to a list in SharpSpring and it will be managed as a prospect.

Everyone from Management, Marketing, Accountancy, Sales and Customer Service is impressed with the leap in functionality.

"PieSync offers a way to have the full customer data interact between apps. It's an upgrade in the functionality of SharpSpring, because now it talks to the other apps and gathers the information across our business. It's unifying departments."

About PieSync

PieSync works in the background and syncs your contacts two-way and in real time. This means you'll have access to the most up to date customer information, no matter where you are or who entered the data. PieSync will help you to:

- ▶ Save time spent on data entry
- ▶ No more import/export of your contacts
- ▶ One database across all your cloud apps
- ▶ Sync changes, including deletions and unsubscribes, in your favorite cloud apps and CRM
- ▶ Keep track of your contacts, so you never lose a contact again
- ▶ Share accurate customer information across your marketing, sales and customer service platforms.

Try PieSync FREE for 14-days at piesync.com.