RxSafe uses PieSync to keep their Capsule CRM, Google Contacts and Zendesk accounts in sync.

RSAFE

RxSafe is based in the U.S, and specialises in pharmacy automation technology. RxSafe is a robotic system that stores, retrieves and manages inventory for pharmacies.

🌐 www.rxsafe.com

"Piesync is really just outstanding in basically every way. It's a massively complex tasks you guys have taken on and you do it well."

- Brian Kichler, VP of Customer Operations

Challenges

Brian Kichler, VP of Customer Operations at RxSafe had been searching for a seamless way to share contacts between Google Contacts and Capsules CRM bidirectionally.

RxSafe attempted to create their own bidirectional sync using APIs and ad-hoc methods, but they found they were unable to detect and delete duplicates.

Kichler was also looking for a way to cut down on data entry work into Capsule CRM.

"I was looking to have a seamless way to share contacts between Google Contacts and Capsule CRM bidirectionally. I knew what I wanted but it wasn't there, so I was looking for a long time. Once I found PieSync it was a real game changer for us," says Kichler.

How PieSync Helped

RxSafe's overall strategy is to use both **Capsule CRM** and **Zendesk** through PieSync, and use **Google Contacts** to keep the staff on the same page with up to date information on customers and prospects. "It means our teams that are out on the field aren't wasting time phoning in for a phone number, because that's what they used to have to do," says Kichler.

PieSync has also helped RxSafe manage their data more efficiently, eliminating the need for multiple import/export operations, and repetitious data entry, "If you have to import a list from somewhere you have also have to mess around with perimeters and columns and matching fields. What we find is that we only have to do this once, in either Capsule CRM or Google Contacts, and then we let PieSync do the rest – it's a big time saver," says Kichler.

Results and Future Plans

The combination of PieSync, Capsule CRM, Zendesk and Google Contacts, is helping RxSafe to manage their client data more efficiently, so they can concentrate on growing their business.

"Once I found PieSync it was a real game changer for us. It made a huge difference to have the bi-directional syncing and a dashboard that alerts us if something doesn't go right.

The problem we had before PieSync was but we couldn't get duplicates out of the system. PieSync does this. So we know if we have sales reps, field support and implementation people out there doing their job, they have access to the same, correct information." says Kichler.

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.

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