

Stoneasy uses PieSync to keep their Hubspot and Google Contacts in sync.

Stoneasy.com

Stoneasy.com was established in 2007 with the vision of simplifying the import of high quality, natural stone at competitive, market-based prices.

 www.stoneasy.com

They also offer their clients a highly-personalized service, catered to their specific needs. For example, the client has the possibility to keep track of the stages of importing their order, step by step.

To guarantee this service, it's crucial for the Stoneasy team to have up-to-date, correct client contact data available on their phones at all times. For instance, a client could be calling from Paris, asking for information about his shipment,

"PieSync has a very simple but powerful function: to keep everything connected. When it's there, you don't even notice, because it all works as it should. But when it's gone, you certainly miss it."

-Bram Callewier - Founder & CEO at Stoneasy

Challenges

Bram Callewier's team is always on the road. For his team, their job is not only about selling stones. They also search the globe for high-quality products that satisfy their client's high-quality expectations.

while the Account Manager is in Mumbai catching a train, far away from the computer.

However Stoneasy works with two platforms to store and manage their client contact data; Google Contacts and Highrise. They urgently needed a solution to synchronize these two platforms so that Account Managers could have access to crucial client data, even if they're catching a train in Mumbai. That's when they discovered PieSync.

How PieSync Helped

Bram and his team began to use PieSync in 2015. Their first sync was between Google Contacts and Highrise, and they were immediately pleased with the service. "At the time we were working on lead generation strategies, but everything was working separately. With PieSync, it was finally all connected."

At last they could answer a call anywhere in the world and have all the information about a new or existing client in the palm of their hands. It didn't matter anymore how far they were from their headquarters or which member of the team had talked previously with that particular client. They all had the complete customers' records available and were able to provide complete assistance.

However, Stoneasy was growing and it needed a new CRM. They decided to change Highrise for Hubspot. Back then, PieSync didn't have a sync with HubSpot, so they suspended the service. "We immediately noticed problems in our customer service. It was annoying not to have our contacts in sync. We couldn't offer the same assistance as we did before."

Luckily, Bram didn't have too wait long. HubSpot became available for syncing on the PieSync dashboard only a few months later. Stoneasy didn't hesitate a second about signing-up for the subscription service again.

“What we like the most about PieSync is the possibility of picking up the phone and knowing exactly who the client is. It doesn't matter if the colleague that usually talks to him or her is on a holiday or unavailable. Anyone from the team can have access to his full records and give them personalized service.”

Results and Future Plans

A couple of months ago, PieSync offered Bram and his team to try out the beta version of a feature that was be officially launched in September 2017. This new feature allows the user to establish logic rules with an “if-this-then-that” workflows.

Bram explains how it works for him, “One of my colleagues only needs one particular segment of contacts. Before this feature, we could only share the full list with her and she had access to many contacts she didn't really need, so she constantly had to filter them. Now we add the condition: if the contact is in a certain app and group, only then sync with data with her.”

For Stoneasy, PieSync is integral for the smooth functioning of their business. They can now take it for granted that they will always have the right client information at the right moment. “When you are out on the road and you need urgent information, then you realize why you are paying for it. I'm already used to PieSync. Now I can't imagine a world without PieSync.”

About PieSync

PieSync works in the background and syncs your contacts 2-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.