sugarcrm

Real-World ROI: Customer Triumphs in Marketing, Sales and Service

Making the Hard Things Easier with SugarCRM

From revolutionizing service operations to transforming stagnant data repositories into B2B sales intelligence powerhouses, SugarCRM is driving results worldwide with our customers.

Real-world success stories are the backbone of Sugar and why we do what we do. In today's competitive landscape, companies require a strategic partner, not just a solution, to make the hard things easier for sales, support, and marketing teams. Customer success is not just our goal; it's our commitment, which is why we've put together a quick snapshot of current customers and the ROI they've experienced to date.

**ROI stats sourced from 2024 Customer Breakthrough Awards.*

Streamlining Sales Efforts

Using CRM to Bring Your A-Game

> The biggest change is efficiency. The resources really are at their fingertips."
>
> **BETH F.**
> Executive Vice President, FSIoffice

MANUFACTURING

ALTO-SHAAM

Integrated Sugar Sell with Sugar Market to streamline processes.

61% increase in opportunity close rates

600 hours of time saved in marketing and sales efforts to forecast customer needs

CONSTRUCTION

MAC
CONSTRUTORA E INCORPORADORA

50-94%

increase of sales per project in their real estate agency

Adopted Sugar Sell to improve lead management and customer engagement enhancing marketing approaches and project sales.

WHOLESALE

FSI office | sales-i

Used SugarCRM and partner sales-i to transform their stagnant data repository into a B2B sales intelligence powerhouse.

40%

increase in sales efficiency

Empowering Marketing Teams

Unleashing the Power of Automation

> We're benefitting from improved sales effectiveness and optimized marketing efforts within a single platform, and we're able to create targeted sales strategies and personalized marketing campaigns to meet and exceed customer expectations."
>
> **JUSTIN B.**
> Vice President, Sales & Marketing, Reusable Transport Packaging

CONSULTING/BUSINESS

Swedish Institute

Integrated Sugar Sell and Sugar Market to create an innovative approach to data management and customer engagement.

31.8% increase in lead volume

40-50% open rate on marketing emails

40%

increase in web transaction speed

HEALTHCARE

THE JOINT chiropractic

Saw significant improvements in their healthcare operations after transitioning to SugarCRM and AWS.

MANUFACTURING

REUSABLE RTP
TRANSPORT PACKAGING

Leveraged Sugar Market for regular email communications, keeping customers, distributors, and leads informed about new products, pricing updates, and other relevant industry news.

20%

YoY revenue growth

Enhancing Customer Service

Simplifying Support Operations

> Since implementing Sugar Serve our maximum number of open calls has decreased significantly. We are now able to close calls more quickly due to better insights and data access, helping us to dramatically reduce the backlog."
>
> **NATARAJAN A.**
> Head of Service, GECO and Super General

RETAIL

ADOC®
EST. 1953

Used Sugar to improve customer service quality, customer retention, and reduce customer churn by establishing a highly successful loyalty program.

20%

Increase in total sales due to influx of 600,000 additional members

26% increase in cases per technician

10% increase in first-time fix rate

DISTRIBUTION, RETAIL AND CONSUMER GOODS

SUPER GENERAL | GECO

Adopted Sugar Sell to improve lead management and customer engagement enhancing marketing approaches and project sales.

PUBLIC TRANSIT

Rtcr
Régie des transports communautaires rochelais

Used Sugar Serve to significantly enhance customer service by streamlining complaint management.

50%

increase in time saved by customer service agents

Want to see more customer success stories?

Check out the full list of SugarCRM's case studies here.

Let the platform do the work

www.sugarcrm.com

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