

Fleet Services, Inc.

## Fleet Services streamlines lead nurturing by connecting HubSpot & Microsoft Dynamics™ CRM



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FLEET SERVICES, INC.  
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[www.fleetservices.com](http://www.fleetservices.com)

### ABOUT FLEET SERVICES

Fleet Services is an independent vehicle management company providing a full range of financial and management services to businesses that rely on vehicle fleets to service their customers.

To expedite company growth, Fleet Services decided to consolidate its isolated and varied sales and marketing systems into two platforms, HubSpot and Microsoft Dynamics CRM. With the two systems containing all customer and prospect activity, anticipated improvements in business-process efficiencies would enable more sales. However, senior management recognized overall success also hinged on the integration of the two platforms.

### COMPLEX MAPPING ABILITIES AND FLEXIBILITY TO INTEGRATE MULTIPLE SYSTEMS

After selecting Microsoft Dynamics CRM to manage sales activities and HubSpot to automate marketing campaigns, Fleet Services considered Scribe Online and a competitive solution for the critical integration component. Relying on input from its trusted IT solution partner, Avastone Technologies, Fleet Services selected Scribe Online—not only for its ability to simplify complex data mappings between systems, but also for Scribe's ability to integrate with other systems.

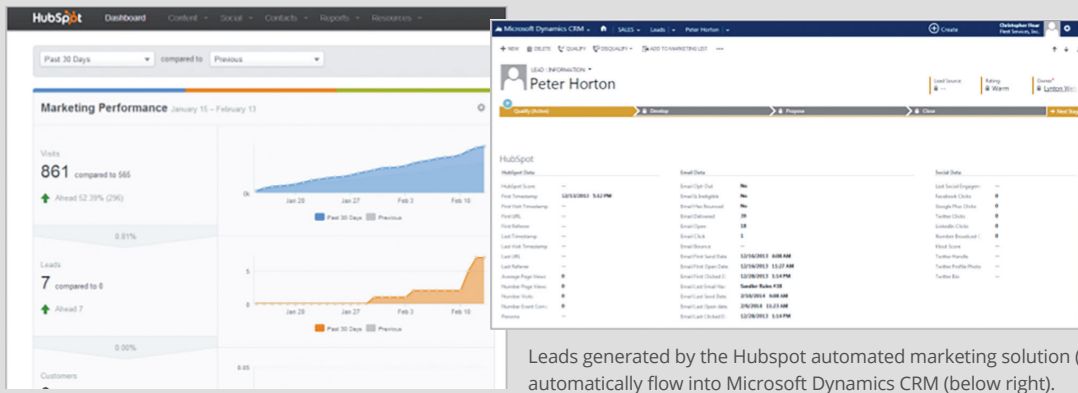
### AUTOMATIC UPDATES GIVES SALES A JUMP ON WARM PROSPECTS

Now that Avastone has integrated the CRM and marketing platforms by leveraging Scribe Online, Fleet Services can efficiently exchange prospect and customer information, which enables the sales and marketing teams to perform day-to-day tasks more efficiently. Scribe Online ensures leads generated by HubSpot automatically flow

into Microsoft Dynamics CRM so sales activities can commence quickly. The integration also gives marketing the ability to tap into sales results to evaluate campaign effectiveness.

“Scribe Online serves as the gateway between our marketing and sales teams. Viewing data generated by both business functions greatly enhances our ability to generate leads and close business.”

- Christopher I. Hoar, President, Fleet Services.



Leads generated by the Hubspot automated marketing solution (above left) automatically flow into Microsoft Dynamics CRM (below right).

## THE CHALLENGE: CONNECT SALES AND MARKETING DATA

- Identify new CRM platform to help sales track prospects and close more business.
- Deploy marketing automation platform to help marketing generate more leads and evaluate campaign effectiveness.
- Integrate CRM and marketing so both teams gain access to data that improves business-efficiencies.

## THE SOLUTION: SCRIBE ONLINE INTEGRATION FLEXIBILITY

- Enables integrations between Microsoft Dynamics CRM and HubSpot to be created easily.
- Features additional Connectors that can integrate both platforms with other systems.
- Streamlines process for creating complex data mappings that require multiple if-then statements.
- Allows data exchanges to occur at any scheduled interval and on-demand as business conditions require.

“Now that we track prospect and customer activity through two integrated systems, we are in a much better position to grow the company.”

- Christopher I. Hoar, President, Fleet Services.

## RESULTS: FIRST CAMPAIGN GENERATES IMMEDIATE RESULTS

- Creates integrated sales and marketing program to help drive company growth.
- Drives programs that generate immediate results (50 leads during first email campaign).
- Allows sales to immediately receive prospect information from marketing so leads can be properly nurtured.
- Enables marketing to analyze success of marketing campaigns based on prospect information flowing out of CRM platform.
- Develops foundation for additional improvements in business-process efficiencies with flexibility to integrate with accounting platform and other systems and early warning for franchise assistance.



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