

CUSTOMER CASE STUDY

Manufacturer Saves Big by Finding the Sweet Spot in CRM Data Transparency

Bishop-Wisecarver (BW) develops innovative motion solutions that are expertly designed and delivered. Leveraging nearly 70 years of experience, BishopWisecarver has earned the reputation for providing unmatched quality, reliability, service and engineering support for every stage of a customer's design cycle.



Industry ///

Manufacturing

Location ///

Pittsburg, CA

Website ///

www.bwc.com



The Story

In 2012, Bishop-Wisecarver was looking for a flexible CRM platform that would allow them to get deeper insights into their customer base, and integrate with their existing business software, such as their Enterprise Resource Planning (ERP) and Marketing Automation Platform (MAP). After analyzing the market, they found that Sugar would fulfill every requirement they had for an ideal CRM solution and adopted it in October 2012.

The Results

With the help of Sugar, Bishop-Wisecarver managed to have more transparency into their CRM and gained a deeper 360-degree view of their customers by integrating their ERP and MAP data. This has made things easier for their sales agents that now have access to the real-time internal data, all from one view in Sugar. They've had so much success, that they call their internal CRM department "The Sweet Spot".

What's Next

The company plans to continue to use the new technology released by SugarCRM in order to further empower their team. Next, Bishop-Wisecarver is looking at adopting Sugar Market across their entire organization, because of its strong integration with SugarCRM's platform. By adopting Sugar Market in the future, the Bishop-Wisecarver will attract more visitors to their website, gain visibility into how they interact with digital assets and capture more leads by creating conversion-focused landing pages, emails, and forms.

"Sugar is pretty much a central hub for us where we can have a 360-degree view of our customers."

– NIEGEL L.
CRM Manager & Developer,
Bishop Wisecarver

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).