

CASE STUDY

How a U.S. Automotive service provider achieved growth with HubSpot CRM and Marketing Hub

Overview

This case study showcases how Systems Plus partnered with a growing U.S.-based automotive service provider to implement HubSpot CRM and marketing automation tools, enabling the company to centralize customer data, automate marketing workflows, and enhance customer engagement. In a four-month, phased implementation, Systems Plus addressed critical challenges related to data fragmentation, low customer engagement, and inefficient marketing processes, resulting in a scalable, data-driven CRM framework that positioned the company for sustainable growth.

Customer Challenges

With a rapidly expanding customer base across multiple states, the automotive service provider faced significant hurdles in maintaining efficient, customer-focused operations. Key challenges included:

1. Fragmented Data Across Teams

Customer information was scattered across various systems, leading to a disjointed view of each customer. Without a single source of truth, service agents lacked visibility into individual customer interactions, preferences, and service histories, which limited their ability to deliver personalized experiences and consistent support.

2. Low Customer Engagement and High Bounce Rates

Email marketing campaigns were hindered by high bounce rates and low engagement, with many emails failing to reach the intended recipients. Hard bounces were a recurring issue, restricting the provider's outreach and reducing the effectiveness of marketing campaigns.

3. Manual Marketing Processes and Inefficient Workflows

Relying on manual processes for segmenting audiences and managing marketing campaigns, the marketing team struggled to engage customers effectively. Without automation, interactions were often delayed, impersonal, and unable to keep pace with customer demands, limiting scalability.

4. Inconsistent Customer Communication

The lack of a centralized CRM and automated segmentation made it challenging to deliver relevant content consistently. The team was often unable to tailor messages based on customer profiles or service history, leading to missed opportunities to engage customers effectively.



Solution: HubSpot CRM and Marketing Automation by Systems Plus

Systems Plus crafted and executed a comprehensive solution using HubSpot CRM and marketing automation tools to centralize data, improve communication, and automate workflows, allowing the automotive service provider to overcome these challenges.



1. Centralized Customer Data with HubSpot CRM

Systems Plus implemented HubSpot CRM as the single source of truth for all customer data. By consolidating fragmented information into one platform, the service provider gained a 360-degree view of each customer, enabling the service team to access detailed profiles that included interaction history, preferences, and service needs. This centralized approach improved targeting capabilities and allowed for more personalized customer interactions.



2. Email Validation and Bounce Rate Reduction with NeverBounce

To address the high bounce rates, Systems Plus integrated NeverBounce with HubSpot. NeverBounce validated and cleaned email lists to reduce hard bounces, improving email deliverability and ensuring that campaigns reached the intended audience. This optimization led to higher engagement and reinforced the provider's brand reputation among customers.



3. Automated Marketing Workflows for Consistent Customer Engagement

Systems Plus configured HubSpot's marketing automation features to streamline communication with automated workflows, triggering messages based on customer actions and lifecycle stages. Personalized reminders, follow-ups, and promotions were automatically sent to customers, ensuring timely engagement and contributing to a more cohesive customer journey.



4. Segmentation and Targeted Campaigns

Leveraging HubSpot's robust segmentation capabilities, Systems Plus categorized customers based on demographics, service history, and engagement level. This allowed the provider to develop highly targeted campaigns, delivering relevant content and offers to specific customer segments, which improved customer response rates and reinforced loyalty.



5. Real-Time Performance Tracking and Data-Driven Optimization

HubSpot's analytics dashboard allowed the service provider to monitor campaign performance, email open rates, click-through rates, and other key engagement metrics in real time. With these insights, the team could make data-driven decisions and refine marketing strategies, optimizing content and timing to drive better outcomes.

Implementation Roadmap

Systems Plus designed a phased, four-month roadmap to ensure a smooth transition and minimize disruptions:



Phase 1: CRM Setup and Data Migration

Migrated all customer data into HubSpot CRM, creating centralized customer profiles for a comprehensive view of each customer.



Phase 2: Automated Marketing Workflows

Configured workflows to send personalized messages triggered by customer behaviors, including service reminders, follow-ups, and promotions.



Phase 3: Email List Validation

Integrated NeverBounce to validate and clean email lists, reducing hard bounces and improving deliverability.



Phase 4: Segmentation and Targeted Campaigns

Segmented customers by preferences and engagement history to enhance personalization in targeted campaigns.



Phase 5: Performance Monitoring and Continuous Optimization

Set up analytics tracking to monitor campaign performance and refine strategies based on real-time insights.

Results and Key Benefits

The HubSpot CRM and marketing automation implementation by Systems Plus led to substantial improvements across the provider's customer engagement and marketing processes:



1. Enhanced Customer Data Management and Personalization

The centralized CRM enabled quick access to detailed customer profiles, supporting more personalized and effective interactions. The service team's ability to view comprehensive customer data at any moment improved engagement quality and customer satisfaction.



2. Reduced Email Bounce Rates and Higher Engagement

With NeverBounce integrated, email bounce rates significantly decreased, resulting in more effective outreach and improved deliverability. This boost in engagement rates allowed the company to connect with a larger portion of its audience.



3. Increased Efficiency through Automation

Automated workflows replaced manual processes, saving time for the marketing team and enabling more responsive, tailored communications. This efficiency allowed the team to focus on strategy rather than repetitive tasks, improving overall productivity.



4. Data-Driven Decision-Making for Marketing Strategy

With HubSpot's analytics tools, the provider could assess campaign performance, gaining valuable insights to refine outreach strategies. This data-driven approach fostered continuous optimization and enhanced customer engagement.



Conclusion

By partnering with Systems Plus, the automotive service provider transformed its customer engagement strategy through HubSpot CRM and marketing automation. Systems Plus's strategic implementation enabled the company to streamline operations, increase customer satisfaction, and establish a scalable foundation for customer-centric growth in a competitive market. This case study highlights how a tailored CRM and marketing solution can drive impactful outcomes for service-oriented businesses, creating lasting value and growth potential.

Founded in 1987 by Mr. Nikunj Jhaveri, Systems+ offers a comprehensive suite of IT services, including Managed GIC services, DevOps, Cloud Consulting, Development and integration support, and SOC/NOC services. We specialize in serving global clients across various sectors such as (but not limited to) Retail, FMCG, Logistics, Manufacturing, and Financial Services. Our approach to service delivery ensures maximum business agility through the integration of cutting-edge technology with legacy systems. As industry leaders in building managed Global In-house Centers (mGICs), we've successfully set up over 25 active mGICs, ensuring cost-efficient, high-quality solutions, and simplifying the offshore journey for our clients.

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