



From Chaos to Clarity: How Evenbound Helped Spruce Industries Optimize Their CRM

Spruce Industries, a leading provider of industrial janitorial and cleaning supplies, recognized the need for an innovative CRM system. They partnered with Evenbound to transition from using their ERP system as a CRM to investing in HubSpot and their business's future. By integrating HubSpot's Marketing and Sales Hubs, Spruce gained a streamlined system that improved data organization and workflows.

- **Industry:** Industrial Wholesale
- **Company Size:** +30
- **Location:** New Jersey



+1,450%

Increase in Calls &
Meetings Last Year

+750

Contacts Creation

**Advanced
Reporting**

THE CHALLENGES



An Ineffective CRM System

Spruce was using their ERP as a CRM, which lacked the functionality to support efficient customer relationship management.

Disorganized Data

Spruce struggled with data management and architecture, which made it difficult to implement workflows and automation.

Lack of Internal Expertise

Without in-house expertise, Spruce needed a long-term partner to train their team and optimize HubSpot for their specific needs.

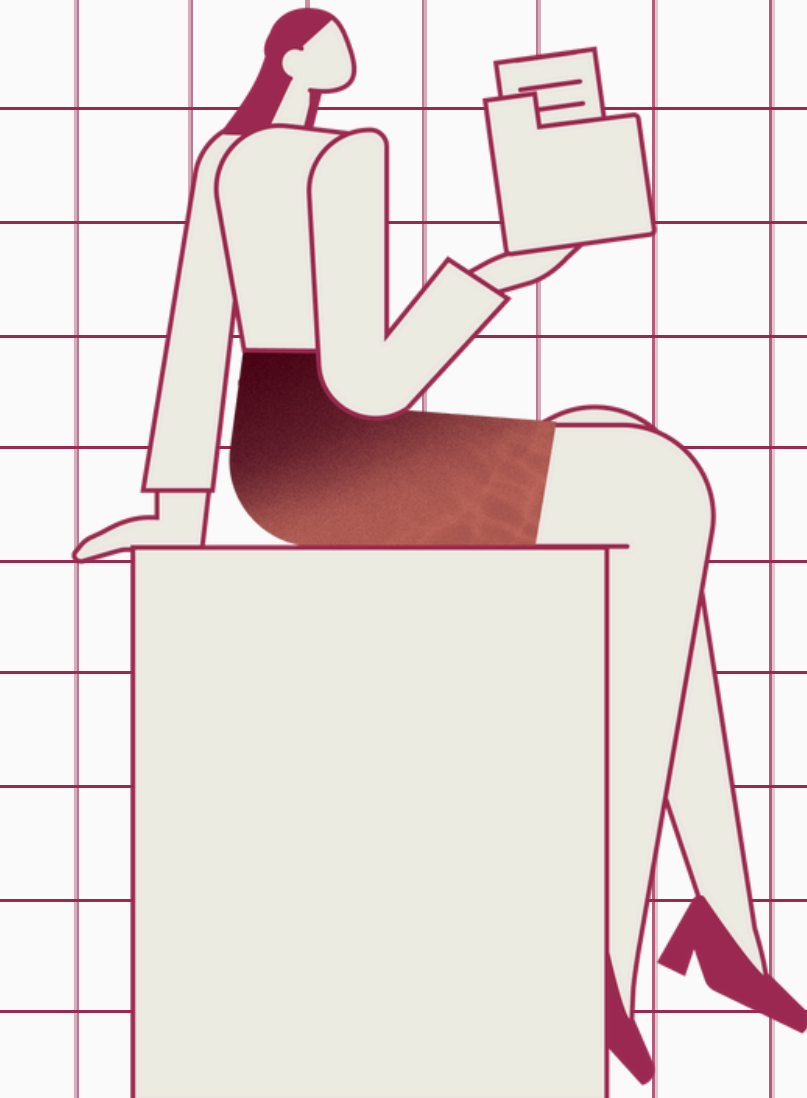
HUBSPOT PRODUCTS USED



MARKETING HUB
PROFESSIONAL



SALES HUB
ENTERPRISE



OUR SOLUTION



HubSpot CRM Implementation

Evenbound integrated HubSpot Marketing Hub and Sales Hub into Spruce’s operations, optimizing workflows and data visibility.

Data Architecture & Mapping

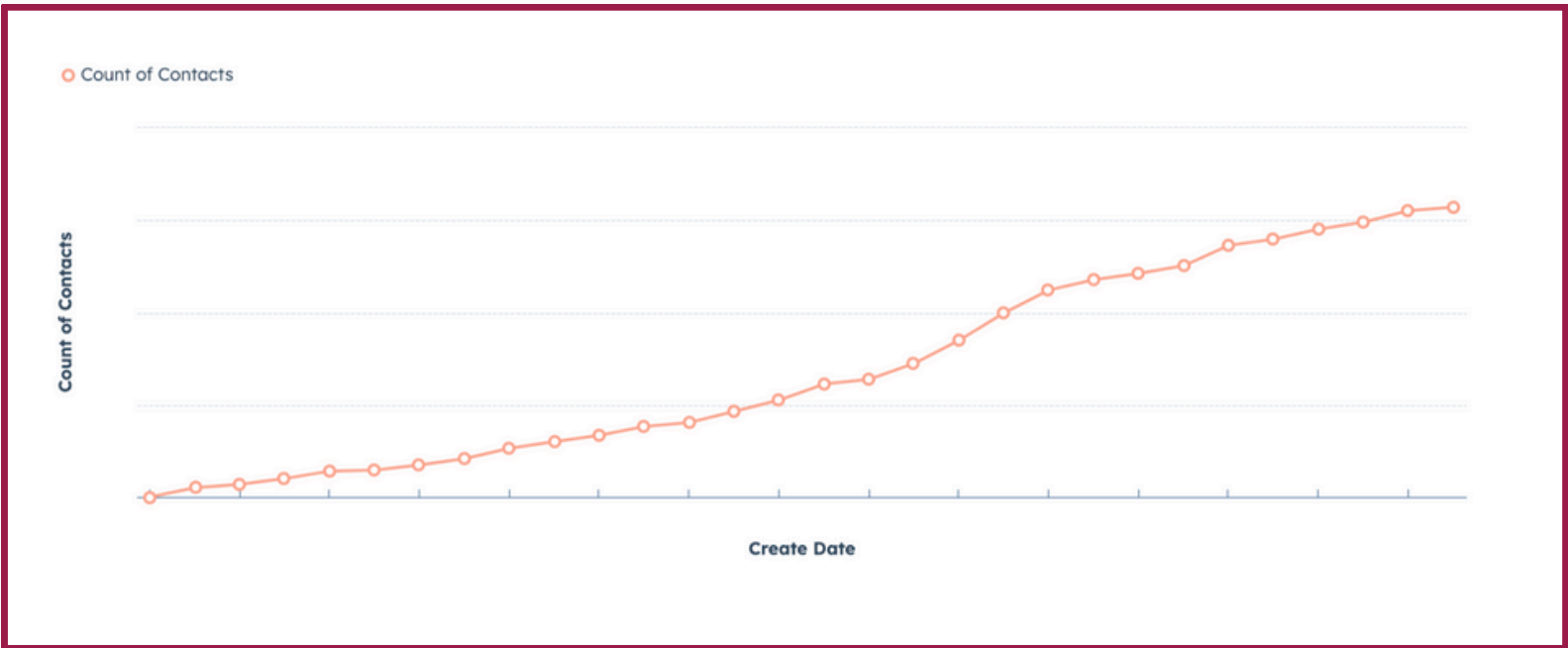
We created a data mapping sheet to help Spruce organize their CRM and ensure clean data transfer, optimizing their CRM usage.

Email & Landing Page Template Creation

Our team designed reusable email and landing page templates to provide a professional and cohesive look while improving efficiency in campaign execution.

HubSpot Onboarding and Team Training

Evenbound provided onboarding and training to help Spruce’s team leverage HubSpot, with ongoing support.



THE RESULTS



Integrated ERP to HubSpot CRM

Spruce achieved a fully functional system tailored to their needs when we oversaw the integration.

Enhanced Analytics & Strategic Growth

With advanced reporting capabilities and a streamlined CRM, Spruce enhanced their strategy, unlocking new opportunities for growth and operational success.

Streamlined Operations

Clean data architecture and custom workflows streamlined Spruce's operations, allowing them to focus on growth and customer service.

A Trusted Partner for Ongoing Success

Evenbound's expertise earned Spruce's trust, leading them to request additional projects like advanced reporting setup and further HubSpot optimizations.

Ready to reach your growth goals? We're ready to help!

Let's Chat

