



# 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.

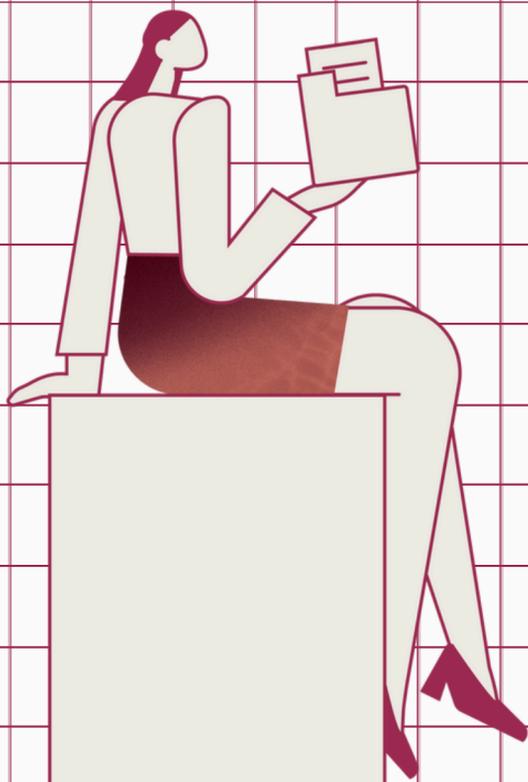
## HUBSPOT PRODUCTS USED



**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

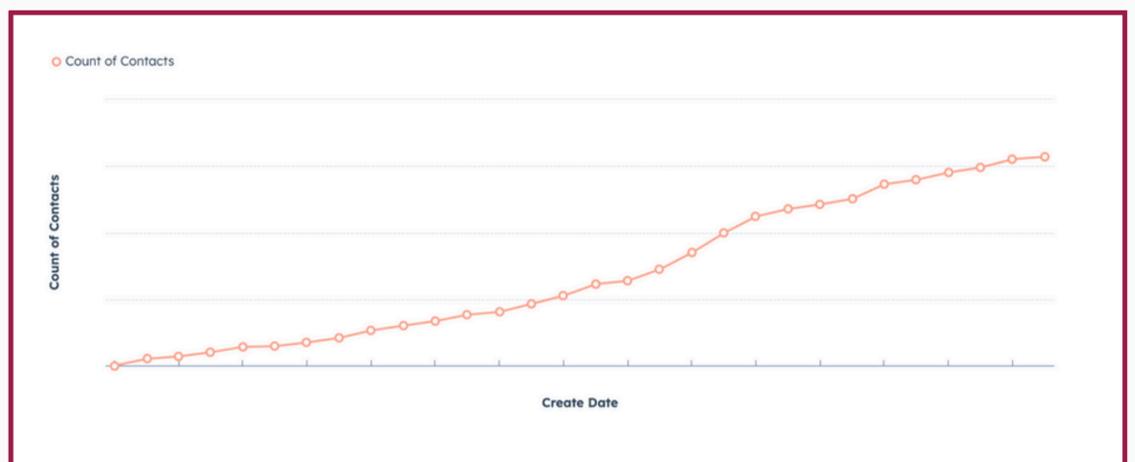
We created a data mapping sheet to help Spruce organize their CRM and ensure clean data transfer, optimizing their CRM usage.

### 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

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### **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

