

# Arclight Dynamics: HubSpot for a Cutting-Edge Industrial Enterprise



**Arclight Dynamics** is a developer and manufacturer of world-class CNC plasma cutting tables used by the likes of General Motors, Ford, United Airlines, 3M, SpaceX and the U.S. Department of Defense. They needed a world-class CRM that could keep up with their stringent requirements.

## Selection

As a classic entrepreneurial success story, **Arclight Dynamics represents the best of what American ingenuity can produce**. Founded in a garage by two industrial innovators in 2010, Arclight has grown exponentially and needed a CRM platform that could keep up with that growth. After evaluating many options, the firm selected HubSpot CRM for their sales and customer service operations. For Arclight, customer service is a critical competitive differentiator, so unifying sales and service in one CRM was paramount for their growth vision.

## Implementation

One of the key priorities for Arclight's implementation was to ensure that **HubSpot provided a single, unified view of the customer – their customer history, inquiries, marketing activities and service calls**. As a result, Wendt Partners worked extensively with the Arclight team to integrate HubSpot with the firm's VOIP technology and reconfigure their inbound call flow to work in unison with HubSpot. In addition, customization of the CRM database and screens enabled Wendt Partners to deliver a bespoke user experience to the Arclight team, resulting in a more proactive customer experience.

## Success

Thanks to HubSpot's flexibility and the Wendt Partners team's knowledge of the industrial space, **Arclight Dynamics has been able to experience consistent, reliable, mission-critical support** from their HubSpot CRM, and this directly translated into better customer loyalty.

### Testimonial

*"We are reminded every day that choosing HubSpot was a powerful investment in the future of our business. We wanted to take our industry-leading customer service and sales experience and support it with a world-class CRM that could handle the complexities of the industrial market. HubSpot and the Wendt Partners team worked tirelessly to make that a reality, and the results are clear to our team every single day."*

**STEVE LAWSON**

President & CEO, Arclight Dynamics

### Impact

**38%**

INCREASE IN  
SQL  
CONVERSIONS



Client:	Arclight Dynamics
Industry:	Industrial Equipment
Revenue:	\$10M+
Employees:	50+
HubSpot Users:	25
Implementation:	Complete

### OBJECTIVES:

- Create a unified customer experience
- Strengthen sales-service integration
- Provide a more responsive sales CRM
- Enhance operational flexibility

### CONFIGURATION:

- HubSpot Sales Hub Professional
- HubSpot Service Hub Enterprise
- HubSpot Marketing Hub Professional
- HubSpot Calling Phone Number Add-On

### TECHNICAL:

- Multiple use case customizations
- Complex VOIP environment
- Technically precise sales process
- Advanced reporting requirements



**Begin Your HubSpot Implementation Journey Today**

Contact **Doug Wendt**, Senior Partner at **718-841-7169** or via email to **doug@wendtpartners.com**.

**wendt Partners**  
Implement **innovation**

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