



BarTrack

CLIENT

Automation Systems for Foodservice

INDUSTRY

50

EMPLOYEES

25

HUBSPOT USERS

IMPLEMENTATION SUMMARY

Objectives

- Unify sales, service and marketing
- Increase visibility of customer status
- Enable agile selling across teams
- Provide powerful, realtime reporting

Configuration

- HubSpot Sales Hub Enterprise
- HubSpot Marketing Hub Professional
- HubSpot Operations Hub Professional

Technical

- Integration with other systems
- Advanced workflows and automations
- Extensive user adoption and training
- Industry-specific CRM customization

IMPACT

21%

IMPROVEMENT IN
CLOSE RATES FOR
QUALIFIED DEALS

BARTRACK

From Startup to Industry-Standard with HubSpot CRM

Disrupting any industry takes incredible focus and determination, not to mention a world-class product that takes the market by storm. Founded by beer enthusiasts and entrepreneurs, BarTrack recognized the opportunity to be the disruptor. They leveraged HubSpot CRM to make it a reality.

Selection

As a rapidly growing startup with multiple funding rounds and more than 50 employees, BarTrack needed a CRM platform that would allow the firm to mature its delivery of the customer journey from marketing to sales and from service to support. In addition, BarTrack's products combine innovative sensor hardware with a dynamic mobile application to deliver a powerful user experience, and so it was essential to the brand story that the customer experience match the user one. BarTrack originally selected HubSpot as a customer service platform for their team with a focus on Service Hub, but then realized they could hugely benefit from expanding their use case company-wide.

Implementation

Wendt Partners met with the BarTrack team and recommended a combination of specialized services for solution architecture, system assessment, process mapping, optimization and training so that the journey toward an integrated HubSpot solution across the company would be successful.

The focus of this effort was on ensuring that every team across the organization had the ability to perform their work in HubSpot, while also having visibility that would support cross-collaboration.

Success

Thanks to this integrated approach to the engagement relationship and the power of HubSpot's world-class customization and integration capabilities, BarTrack was able to see significant success in every customer-facing department while continuing to drive new growth.

Testimonial

"The team at Wendt Partners truly enabled us to gain the most value out of our HubSpot investment and commitment. We needed a partner who could work closely with each of our teams to get them bought into the vision of what HubSpot could do for BarTrack, and then make it happen in both the software itself and in the training and optimization. Wendt Partners delivered across the board."

MARK PLOURDE

VP OF SALES, BARTRACK



Begin Your HubSpot Implementation Journey Today

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