

## THE COVERALL SALES TEAM CAN NOW STAY IN CONTACT WITH PROSPECTS

We are able to effectively reach more contacts in our CRM!



### The Situation

Prior to implementing Salesfusion, Coverall's marketing department struggled with the amount of time it took to implement a marketing automation process. Coverall wanted to implement a more automated and streamlined process of capturing and routing leads to its large affiliate network and sales team. In short, Coverall was looking to improve the marketing to sales alignment in their organization.

Also important to Coverall was obtaining customer feedback which is an important practice for the success of the long-term relationships Coverall has created with its clients. Coverall sends out surveys to evaluate the client's experience and to turn those responses into teaching points for Coverall employees and for future clients as well. Having the ability to create surveys that could be easily analyzed was lacking before choosing Salesfusion.

### The Solution

Coverall selected Salesfusion for its best of breed integration with Sage SalesLogix. Salesfusion has enabled Coverall to identify non-existent email addresses in their CRM enabling them to effectively reach more contacts. The Coverall sales team can now stay in contact with prospects with minimal involvement by turning over, creating and managing email campaigns to the marketing team.

“ We selected Salesfusion for its integration with Infor CRM and its ability to handle our robust CRM processes. We are able to effectively reach more contacts in our CRM. ”

— Cedric Lopez-Almeida, Coverall

### ABOUT COVERALL

Founded in 1985, Coverall Health-Based Cleaning System is a leading global commercial cleaning franchising company with over 50,000 customers, 90 Support Centers, and 9000 Franchise Owners in the US and in 9 other countries. Coverall is unique in that it “offers clients with scientifically validated, comprehensive cleaning program that cleans for appearance and to reduce the spread of infection.”

### COVERALL USES SALESFUSION FOR:

- Lead scoring/tracking
- Email campaigns
- Drip campaigns
- Online surveys
- Web tracking