

## Improving the User Experience with simPRO to Zoho CRM Integration by SyncEzy at Gardel Electrical

During a conversation with our Customer Support Manager, Hannah Lucas from Gardel Electrical shared her views on how SyncEzy's simPRO to Zoho CRM integration has helped their team to create a better user experience for both their clients and their team.

Let's delve into the conversation between Hannah and our Customer Support Manager to learn about the significant benefits that Gardel Electrical has enjoyed since implementing SyncEzy's simPRO to Zoho CRM integration.

### **Q: What were your processes before using the simPRO to Zoho CRM integration?**

A: We were only using simPRO, which meant manually setting tasks, sending emails, and communicating with clients.

### **Q: What made you want to change?**

A: We wanted to create a better user experience for both our clients and our team. It was important to ensure tasks were automated, and information was all kept in one system rather than being across multiple applications.

### **Q: How did you find SyncEzy?**

A: We discovered SyncEzy through an online search.

### **Q: What were the big wins whilst you have been using the integration?**

A: The integration allowed us to create a sales process that is inclusive of all departments in the company. We were able to align objectives with the clients always remaining top of mind.

### **Q: Lastly, if you were describing the integration and its value when chatting to a friend, how would you describe it?**

A: It's a time-consuming process that requires involvement from all aspects of the business, but it's worth it in the long run.

Overall, the simPRO to Zoho CRM integration has helped Gardel Electrical to create a better user experience for both their clients and their team. The integration allowed them to automate tasks and keep information in one system, which improved productivity and efficiency. Hannah highly recommends SyncEzy's integration to any business looking to create a more streamlined sales process and improve the overall user experience.

**SYNCEZY'S INTEGRATION ELIMINATED THE NEED FOR MANUAL TASK SETTING, EMAIL SENDING, AND CLIENT COMMUNICATION FOR GARDEL ELECTRICAL.**

HANNAH LUCAS - CUSTOMER SUPPORT MANAGER AT GARDEL

