

**We spoke to Mark Liversidge from Insight Protection Solutions about his use of the simPRO to Zoho CRM integration and how it has helped their company.**

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

**A:** We used Airtable to capture and funnel the leads & Zapier to automate as a basic CRM. We duplicated everything to simPRO.

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

**A:** The need to streamline and track sales with customisable reporting.

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

**A:** I found SyncEzy from searching the web for simPRO / CRM integrations.

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

**A:** We wanted to automate our sales funnel process, our reporting and our CRM updating process from simPRO.

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

**A:** The reinvention of simPRO.

## THE REINVENTION OF SIMPRO

MARK LIVERSIDGE - MANAGING DIRECTOR AT INSIGHT PROTECTION SOLUTIONS