Click2Mail®

How CrecenTech Helped Click2Mail Transform a No-Code CRM Solution (MVP)

About

Click2Mail is a platform designed to streamline physical mail campaigns, offering a reliable and convenient solution for businesses of all sizes. The application takes care of the entire process of any mail campaign, from printing to postage and delivery. The application seamlessly integrates with various Customer Relationship Management (CRM) systems, enhancing automation and tracking capabilities.
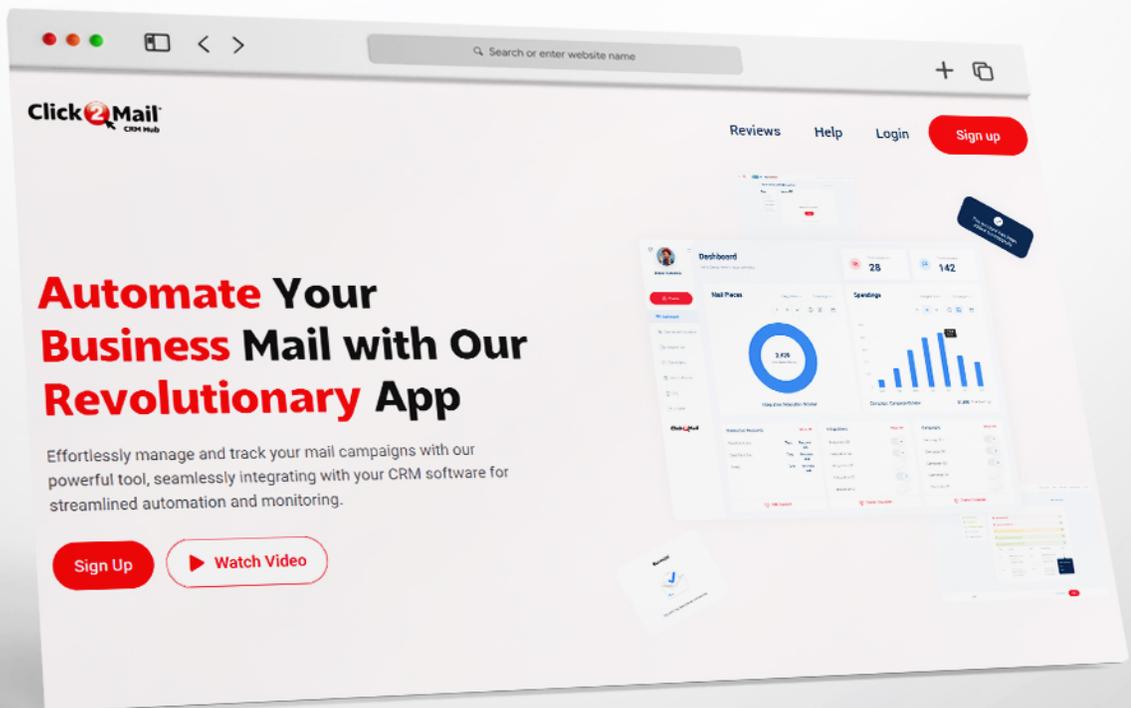
Background

Before partnering with CrecenTech, Click2Mail's approach to sending mail involved using APIs that required client development teams to execute, causing a huge delay in the mail process. Although they offered tools for designing various mail pieces such as postcards, letters, and brochures, they lacked a user-friendly dashboard. Customers without development resources found it challenging to integrate and utilize Click2Mail's services effectively. This setup necessitated a high technical involvement, restricting their service accessibility to users with capable development teams.

Challenges

Limited Customer Interaction: Click2Mail lacked a user-friendly frontend platform for customer interactions to execute the complete mailing process.

API Dependence: Sending mail pieces requires technical knowledge and APIs, restricting their customer base to developers and teams with technical expertise. Non-technical CRM users who desired a more straight forward way to manage physical mail campaigns faced a significant barrier.

Manual and Time-Consuming Processes: Sending bulk mail involved hitting multiple APIs, a cumbersome process that caused delays. Uploading lists of mail addresses required CSV files, adding another layer of manual intervention.

Click 2 Mail®

Solution

To address these challenges, CrecenTech developed a Minimum Viable Product (MVP), a custom CRM HUB solution for Click2Mail to streamline the mail-sending process. This no-code solution integrates with their existing process flow and allows users to send physical mail directly from their CRM platform.

Development Services Provided:

Business Analysis: A thorough analysis was conducted to understand Click2mail's business needs and technical challenges. This phase includes highlighting critical areas for improvement and ensuring the provided solution aligns with the business goals and user expectations.

Project Management: Adept project management ensured the project was within budget, timely delivered and according to the specified requirements. This involved planning, execution, monitoring and closing project phases effectively.

Development: The solution's crux was developing a custom CRM Hub. Our team utilized advanced technology to build a comprehensive and user-friendly platform that integrates with popular CRM tools like Salesforce, Zoho, Podio, Google Sheets, Google Drive, and Followup Boss.

salesforce

ZOHO

Podio

Google Sheets

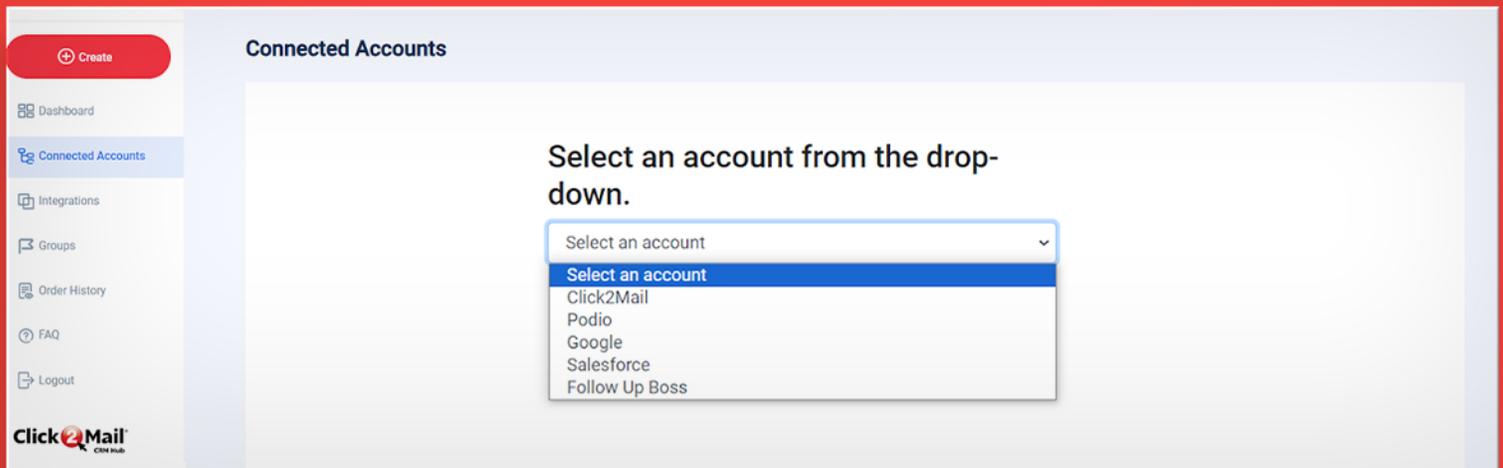Google Drive

Followup Boss

Testing: Multiple testing phases were implemented to ensure the platform was secure, reliable, streamlined, and user-friendly.

Development Support: CrecenTech provided post-launch development support to resolve issues and incorporate user feedback for continuous improvement.

Key features of the Click2Mail CRM Hub (MVP):

Easy Onboarding: Effortless connection with existing Click2Mail accounts and free signup for a smooth on boarding experience.

CRM Compatibility: It integrates with popular CRM platforms like Salesforce, Zoho, Podio, and also Google Sheets, Google Drive, and Follow-up Boss, fostering a unified workflow within your existing CRM environment.

![Click2Mail logo]
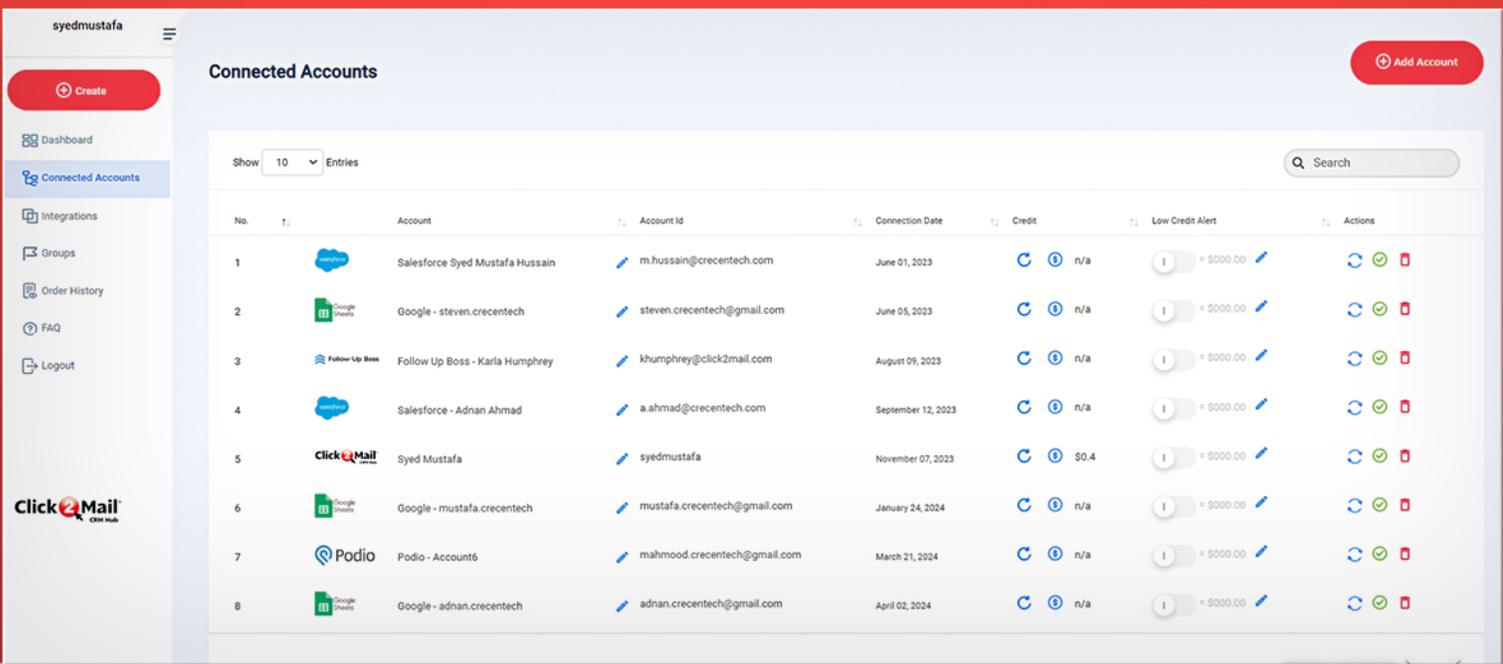
Simplifying The Mail Process: Users can now send mail pieces directly from their CRM, Google Drive sheets, etc without using APIs, simplifying the mail-sending process for non-technical users.

Real-Time Tracking: You can easily track your mail pieces in real time, providing valuable insights into delivery progress and enhancing campaign management.

Results

Increased Customer Base: The user-friendly interface and compatibility with multiple CRMs have opened the door to a broader audience, attracting non-technical teams and resulting in a 40% increase in the customer base.

Enhanced Efficiency: Automating manual tasks like bulk mail API calls and CSV uploads has significantly reduced processing times and eliminated delays. This translates to improved operational efficiency and faster campaign turnaround.

Reduced Costs: The Click2Mail CRM Hub (MVP) eliminates the need for manual API development and reduces reliance on manual processes, leading to 25% cost savings for Click2Mail.

Revenue Growth: The improved user experience and smooth operations have led to increased customer acquisition and revenue generation. Enabling Click2Mail to achieve a 30% increase in revenue growth.

Improved User Experience: An intuitive interface allows users to manage and track mail campaigns within their CRM platform, fostering a more seamless and user-friendly experience.

Informed Decision-Making: Real-time mail tracking provides valuable insights into delivery progress, allowing for data-driven decision-making and campaign optimization.

Matrics: Increase in Revenue Growth: 30%
Reduce in Cost: 25%
Increase in Customer Base: 40%

Conclusion

By partnering with CrecenTech, Click2Mail has transformed its business model. The Click2Mail CRM Hub (MVP) has paved the way for companies to send physical mail directly from their CRMs. This innovative solution has resulted in a larger customer base, increased revenue, and a more efficient mail-sending process.

CrecenTech
We Make Technology Work

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