

SalesFUSION Case Study — Coverall Health-Based Cleaning System

The Situation

Prior to implementing SalesFUSION360, 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 turns 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 SalesFUSION360 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.

Cedric Lopez-Almeida, Digital Marketing Coordinator— Coverall:
"We selected SalesFUSION for its integration with Sage SalesLogix and its ability to handle our robust CRM processes. We are able to effectively reach more contacts in our CRM".



Coverall is a recipient of Demand Gen Report's 2012 Sales & Marketing Alignment Awards. The award recognizes the winner's ability to establish systematic, repeatable processes for success with definitions and blueprints to optimize their internal operations, and to create improved conversion rates deeper in the funnel with targeted and relevant content.



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:

- Email Marketing
- Landing Pages, Forms, Surveys
- Web Analytics and Website visitor tracking
- Multi-channel campaigns
- Nurture Marketing
- Integrate marketing with Sage SalesLogix
- Dialogs

Tangible benefits from using SalesFUSION:

- Eliminated time associated with marketing automation processes
- Effectively reaching more contacts in CRM
- Organize and maintain existing accounts in CRM
- Increased email campaign volume
- Sales has visibility into CRM and can easily automate and manage campaigns

SalesFUSION™