→

Starting a business can be intimidating especially when you don't have a unique idea in the market, just the desire to provide the best possible service to your future clients. But sometimes you build it and they come, and before you know it you have more business than you can handle.

Overview

ACME Pools.

When Mike and Rob founded ACME Pools they had 40 years of combined industry experience.. They understood how to treat their customers well and earn their trust by working sincerely and diligently.

Mike and Rob were unable to recall all of their customers after three years of prosperous business. Imagine trying to remember the year, kind, and model of the pool equipment each of their clients had if putting a name and a face together is challenging.

It was simple to do at first. Rob was the hands-on type, and he would always have all the tools and parts necessary to maintain their small clientele in his truck. However, they now have to oversee a fleet of 5 vans that travel to different pools, spas, and jacuzzis to provide service. Additionally, it has become too difficult to dispatch five routes each day using pen and paper.

Mike has held executive positions in well-known pool companies that serve tens of thousands of customers. He was aware that a capable CRM was the answer. They discovered two groups when they started looking into a tool. Manufacturers of the equipment might provide specialized software, but only for use with their SKUs and references.Or, generic CRM products that need to be heavily customized in order to be useful in the pool maintenance industry.

ACME Pools required the ability to create custom CRM software. Mike started out looking into no-code platforms. Mike was aware that a pool cannot be constructed after watching a YouTube video, despite the no-code solutions' claims that it is possible to do so. As Mike and Rob looked into CRMs and Low Code platforms, they realized that they lacked the time and motivation to create their own CRMs, and that the ones that were already out there didn't quite meet their requirements. Of course, this is up until Giffy.

Challenges

- Organization of clients and equipment make and models
- Specialized software was too complex and restrictive
- Generic CRMs needed too much customization
- Intense learning cure or need to hire a CRM administrator

Results

How Giffy can help with ACME Pools challenges

- Leveraging the Giffy platform ACME Pools can organize customer data in one platform for easy access whether in the office or on the road.
- Since Giffy CRM is built on a fully customizable RAD platform ACME Pools can create SKUs that work for their business.
- With access to 200 Giffy Developers ACME pools does not have to become an expert in CRM. They can focus on building and maintaining pools and let Giffy focus on the technology.
- Since CRM is only a component of Giffy ACME pools can scale from a CRM to ERP to CMS all in one platform without the need to worry about integrations or migrations.

INFIFLEX   giffy
              Powered by
              INFIFLEX