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GROUP

Success
Stories

CRM Project:
Highly Customized Solution

Tying together the company's client data and automating all the processes for maximum time and money efficiencies.

The Business

PotholeRepair.com is a private US company servicing the Property Management industry with small scale, affordable, professional asphalt repairs using a unique Hot-In-Place recycling process that is extremely cost effective. Founded in late 2010, they are based in the Washington DC metro area and serve over 650 property management companies in the states of VA, MD, DC, PA, NJ, DE, WV and NC.

The Problem

The company experienced growing pains from a rapid employee expansion. The organization had no cohesive software or CRM tools to effectively manage all the data including their prospects and clients, daily activities, proposal creation, payroll and sales projections. The off-the-shelf or SaaS solutions couldn't deliver on all the requirements or were extremely cost prohibitive with all the customization and still no assurances all items would satisfy their needs after many months of evaluations and trials.

The project had many unique challenges with uploading photos to correctly fit into proposal templates with dynamic quantities; highly detailed scheduling and tracking systems for their field technicians and trucks; mobile access and real-time map plotting to locate opportunities and existing client's properties; and even payroll requirements with fluid commission structures.

The Solution

Mototech Group quickly supplied an extremely skilled Dev Ops project team that worked with select Pothole employees as specs were crafted for this highly customized CRM system. Utilizing the advantages of the same time zones and ease of communications, the project got off the ground in less than 5 weeks. The foundation was delivered while the development continued. The Pothole team tested and utilized the system, providing instant feedback and bug tracking that was corrected in REAL TIME via Skype. Similar systems would have taken 6-9 months or more, yet the system was delivered in full for release 1.0 in less than 4 months. Mototech Group continues to maintain, upgrade and support the CRM monthly including the company's IT infrastructure.
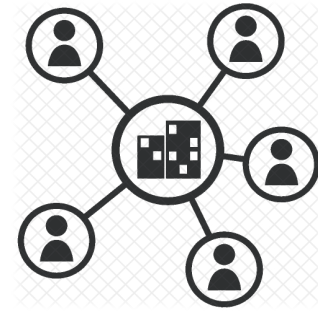
Benefits

The initial cost savings of the solution for just the first year versus a full-featured SaaS CRM with all the extra customization was projected at $70,000-$85,000. A large sum for a company of Pothole's size. By including the recurring monthly cost advantages it provides, the additional savings push the total to well over $115,000 for the last 4 years. No time or lost market opportunities are factored into the savings.

Pothole Repair resolved multiple challenges with one solution, had it completed in the time promised, and delivered even more features then the original specs required.

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