



## Boost your business with HubSpot CRM & Golley Slater

This case outlines the strategic value of implementing HubSpot CRM within our organisation.

HubSpot, combined with Golley Slater's expert onboarding and ongoing support, offers a unified, scalable and cost-effective solution to streamline your business' operations, enhance your customer experience and drive revenue growth.

### Why HubSpot?

HubSpot is a powerful CRM platform that connects people, processes and data across your organisation. Pair this with tailored onboarding and support from Golley Slater, and HubSpot becomes a custom-fit solution that delivers immediate and long-term business impact.

### Key Benefits

#### 1. Get a unified customer view

- Eliminate siloed systems and spreadsheets
- Gain a 360° view of the customer journey
- Improve customer experience and identify upsell/cross-sell opportunities

#### 2. Enjoy a customisable and scalable system

- Create a tailored setup to match your business needs
- Scale the system effortlessly as your business grows
- Seamlessly integrate HubSpot with your existing systems

#### 3. Your tech stack – simplified

- Replace multiple tools with one platform
- Reduce licensing costs
- Use intuitive UX for easy management

#### 4. Make business decisions driven by the data that matters

- Get real-time insights into lead conversion and customer behaviour
- Use centralised reporting for smarter strategy
- Enjoy enhanced forecasting and performance tracking

#### 5. Simplify life with automation and AI

- Automate repetitive tasks like lead routing and data cleansing
- Free up resources for high-value work
- Improve efficiency and output quality.

## **Financial Impact**

Category	Estimated Savings / Gains
Tool Consolidation	
Efficiency Gains	
Revenue Opportunities	
Reduced Onboarding Time	

*Note: Golley Slater can help quantify these figures based on your current setup.*

## **Implementation Plan**

Phase	Timeline	Owner
Discovery and Audit	Week 1	Golley Slater
Custom Setup	Week 2–3	Golley Slater
Team Training	Week 4	Joint
Go Live	Week 5	Your Team
Ongoing Support	Monthly	Golley Slater

## **Risks & Mitigation**

Risk	Mitigation Strategy
Resistance to change	Training and stakeholder engagement
Integration complexity	Expert-led setup and support
Data migration issues	Pre-migration audit and testing

## **Recommendation**

Use the power of HubSpot and Golley Slater's expert support to unlock better performance at every stage of the customer journey, from streamlining operations to increasing revenue.

Find out how HubSpot can boost your business' growth – **call Chris Parsons, our Head of Planning on 07941 329191, or drop him an email on [cparsons@golleyslater.co.uk](mailto:cparsons@golleyslater.co.uk)**