



**CPSG PARTNERS** "DATAHUG UNCOVERED THOUSANDS OF IMPORTANT SALES CONTACTS WE NEVER KNEW WE HAD."

## ABOUT CPSG PARTNERS

CPSG Partners is one of the fastest growing Information Technology Consultancy Services companies in the US. They are renowned for their quality of service, their entrepreneurial leadership team and their commitment to only hiring the best and the brightest technology consultants. They were recognized as #1 in the Top IT Services Companies on the 2014 Inc. 5000.

## PROBLEM

In 2013, CPSG Partners and their CEO, Rohit Mehrotra, faced a challenge. Having doubled the size of their team over 18 months, they needed to get organized. With a reputation for delivery, their growth had been based on a tightly knit network of industry partners. To get to the next level, they needed to leverage their customer base and utilize the relationships that their consultants were building in the field.

*"We are not in the business of cold calling"*

Yaz Omar, of CPSG Partners

CPSG's goal was to get control of all the contacts in their business. That way, they could maximize their business development efforts and make sure that each successful implementation resulted in a new piece of business, or a referral.

## SOLUTION

As a first step, CPSG adopted Salesforce.com. They realized quickly that their sales reps and consultants were too busy selling and delivering projects to spend hours updating the CRM. Their goal was at risk, so they searched for a way to automatically capture contacts and identify who in CPSG was talking to them.

*"The problem was narrow use of CRM"*

Jessie Mann, of CPSG Partners

CPSG began using Datahug in February 2014. Datahug provides intelligence to match all your contacts to the appropriate account in Salesforce. This is built on a foundation of automation that captures contacts from communications data.

## RESULTS

The CPSG team now know who to contact at any account to maximize the chances of winning some business. Since adding Datahug, they are able to see all of their contacts at the correct accounts in Salesforce.com. This eliminates the reliance on the sales team to manage this part of CRM.

*"Better value out of our CRM"*

Yaz Omar, of CPSG Partners

Over 97% of the contacts in CPSG Partner's CRM have been created by Datahug. Every day, new contacts are identified in communication data and automatically matched to the appropriate accounts in Salesforce.com.

Visit [www.datahug.com](http://www.datahug.com) to learn more.

