

AIS

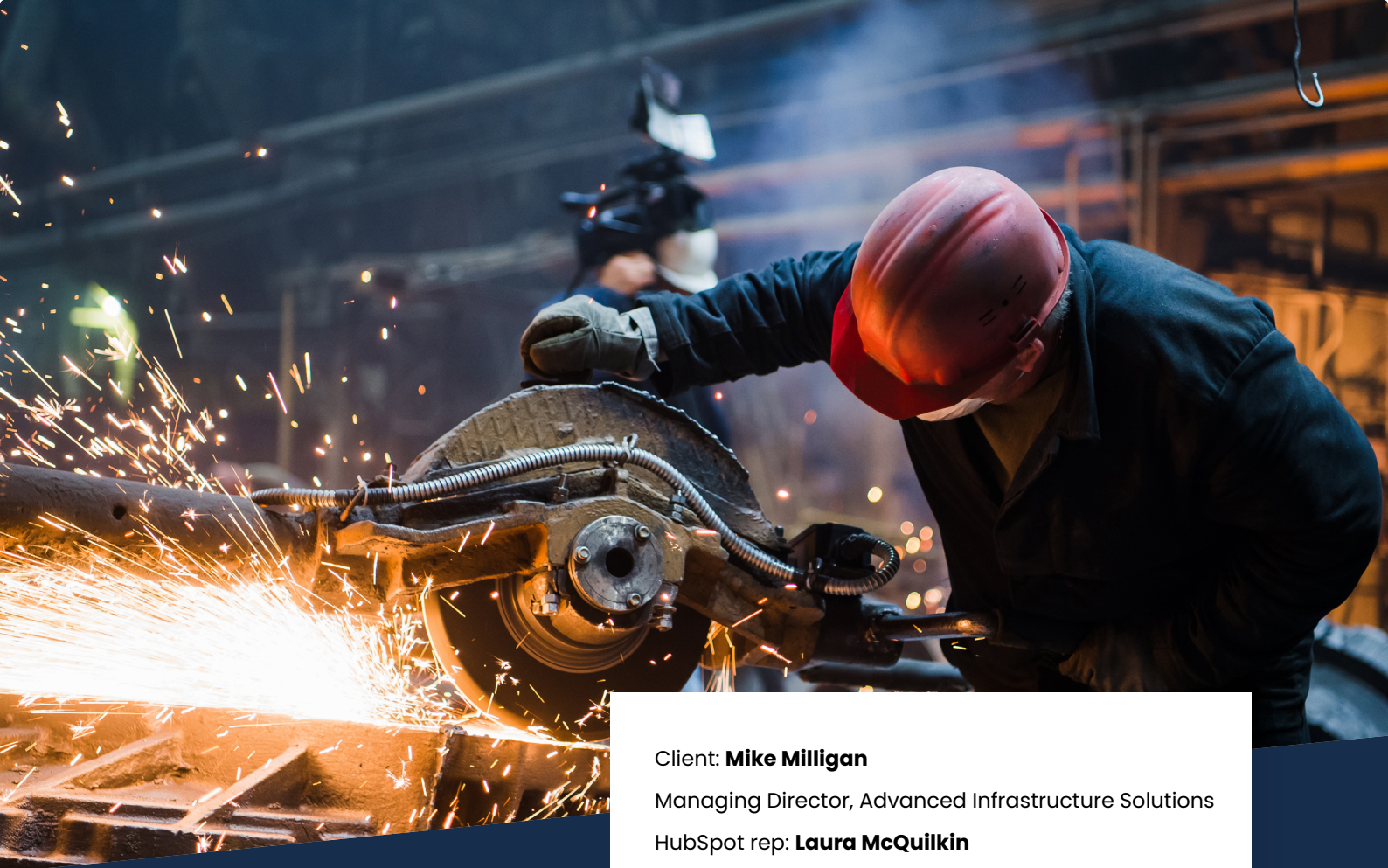
HYPE & DEXTER



LIGHTS ON

How we got a new business up and running on Hubspot in two weeks

AIS CASE STUDY



Client: **Mike Milligan**

Managing Director, Advanced Infrastructure Solutions

HubSpot rep: **Laura McQuilkin**

Hype & Dexter rep: **Ryan Watkins**

The Client

Our client – Advanced Infrastructure Solutions (AIS), is a fast-growing B2B contract and infrastructure solutions provider with four areas of service: structured labour-hire, recruitment, high-voltage electrical contracting and offshore support.



Their Situation: A Strict Budget & Short Timeframe to Get Them Up and Running

HubSpot rep Laura McQuilkin approached us with a brief to get AIS set up on HubSpot with a budget-conscious focus in mind and to have it up and running quickly.

We understood that the costs of a solution were a concern for Mike, but we managed to show him the value of having a HubSpot partner implement the platform for them and train them in using it. They didn't have a marketing or CRM solution in place to manage their contacts and database – but wanted to leverage all the resources that HubSpot's Marketing and Sales Hubs could offer.



The Challenges AIS were Facing

- With no sales funnel or clear pipeline, they had no visibility over their customer journey.
- They lacked all means of capturing and analysing data to improve the business.
- Without any visibility of their prospects and customers, they had no clue of who they were interacting with, their last conversations, deals, pipelines and forecasts.
- A lack of tools at their disposal created inefficiency and productivity across the sales team and the entire business.



How the Lights On Marketing Hub & Sales Hub Solutions Solved it for Them

We did a full technical setup of HubSpot and supported AIS by appointing a dedicated onboarding specialist to help with the implementation.

- We implemented a CRM and organised a consultation with them to configure their Deal Pipeline to our best standards.
- We provided them with clear instructions teaching them how to import contacts, create forms and capture leads, along with a complete training package for Marketing and Sales Hub.
- We developed marketing reports, email templates, subscriptions and built a mailing list for AIS to help them with their email marketing efforts.

Sales Support: Day Two

We delivered a quote to Mike by noon the next day.

Kick Off to Completion

We completed the project in just nine days.

Sales Support: Day One

(Meeting with Mike and Laura)

Initial briefing to ensure we understood ais' requirements.

Sales Support: Day Three

The deal was closed.

What Their World Looks Like Now (With the Lights On!)

- Our onboarding process had their requirements set up significantly faster and cheaper than HubSpot's manual onboarding process – meaning they got value from their purchase faster.
- Everything is organised in a centralised hub that everyone in the business has access to.
- Set up their HubSpot to our best best practice level and our full training support increased the user adoption of the platform across the business.
- Streamlined business processes, and leveraging automation (saves time/ROI for the team) to make sure potential opportunities don't slip through the cracks across multiple pipelines.
- Access to valuable data and visibility over their business activities and forecasts.
- Our track record of HubSpot implementations, quick turnaround time and a best in-class system setup gave AIS the confidence in the onboarding process, removing any risks or concerns around the mental weight of setting up HubSpot by themselves.



The Client's Experience of Working with Hype & Dexter

"Extremely professional and time-respectful service! I highly recommend any company thinking about HubSpot to use H&D for their HubSpot onboarding process."

Mike Milligan – Managing Director, AIS Ltd

Our Lights On product is a fantastic solution, especially if you're after a budget-conscious or time-sensitive approach to getting HubSpot implemented and onboarded. With our quick turnaround time, we can train and support our clients to use the platform efficiently and realise the value of their purchase much faster. Our Lights On product covers the basics, while also enabling us to promote the benefits of additional hubs and tiers that your customers can upgrade to – with Mike already looking to upgrade their Marketing Hub Starter to Marketing Hub Professional.