

Potential...

Have you realised yours?

Effective CRM is an enabler, growth catalyst, and a true revenue driver. But only if it's scoped, delivered and integrated with a holistic business mindset.

Hype & Dexter's accolades stack up for a reason. And it's a reason that's disrupted an industry built on lengthy and expensive implementation of CRM and automation platforms that add complexity and overheads, without the expertise or commercial experience to deliver maximum value.

Digital transformation is an all-of-business integration. Speak to CTOs and CMOs all around the world about their CRM situation, and you'll find perpetually frustrated C-Suites! Especially given the world's leading CRM platforms host an array of features, functions and value that should propel any business to new heights of revenue, market share and savings.

70% of Digital Transformation projects fail.

Source: Boston Consulting Group

Why is this such a common problem?

A lack of knowledge, experience, and poor project management are just some of the reasons why things fall apart.

Subpar CRM delivery is the result of blinkered scoping, outsourcing technical expertise, and a lack of focus on project management.

We've managed sales teams for 50 people, launched multi-million dollar marketing campaigns, and worked on complex integrations. Our phased and agile sprint delivery sees those we work with benefit from an expert approach right through their project team — not just at the leadership level.

With experts in Sales, Marketing & Service, Technology & Integration, Data, and Automation, we can speak worldwide on the latest methods and ways to succeed with CRM, because we can solve business problems no others can.

We work with visionary businesses who want a true partner for growth, and who are serious about realising their true potential.



We Know **Why** It Fails

Hype & Dexter was created because our founders were on the receiving end of some digital transformation fails that all had at least one (but usually all) of four things in common:

It's the wrong technology.

Businesses get sold a flashy new piece of technology that not only doesn't suit their current processes, but also limits their ability to scale if they achieve their goals. It's critical that a partner has the same vision that ensures that the business is going in the right direction, not just what's best for right now.

Poor adoption.

Transformation is only successful if your users feel empowered to be part of the change. If you implement a solution without bringing your people on the journey with you, your new solution will go unused and just become another overhead.

Bad implementation.

This is where tech solutions get bought and forced into the business as is, rather than adapting the solution to integrate seamlessly into the existing systems. There's no one-size-fits-all platform. Every solution requires discovery and design, so that it suits the needs of the individual business and its users.

Lack of evolution.

Many will hand over an MVP solution and walk away. This is a mistake. Not because you can't pick it up and run with it, but because BAU will take over and no one is able to take the reins to adapt, optimise and evolve your tech over time. This means what is fit for purpose today could become fit for nothing tomorrow.

Being well-versed in these core issues, we created the Hype & Dexter delivery framework. A multi-faceted approach that deals with all the human and commercial sides of digital transformation, not just the tech.

Our 4D Delivery Framework



Discovery.

Our experts get to know your business inside and out, as well as all the pain points you are currently experiencing with your tech. A thorough investigation at the discovery stage ensures you are going to be moving ahead with the right technology.



Design.

We assess our findings, stack them against your goals, budget and wishlist, and design the right recommendation for your digital transformation. But we don't do it alone, we spend time with your team to see how they work, and learn what they want from something new.



Delivery.

Working in sprints, scrums and stand-ups means that we are always focused on the task, and can consistently keep you in the loop on what is being worked on, by whom, and when you can unwrap it. Our attitude to agile delivery is simple — we focus on transparency and practicality.



Deployment.

Then it's over to you — with our support — to ensure everything performs to (or even beyond) your expectations. We do everything we can to make sure you're equipped to fully embrace your new digital solution.

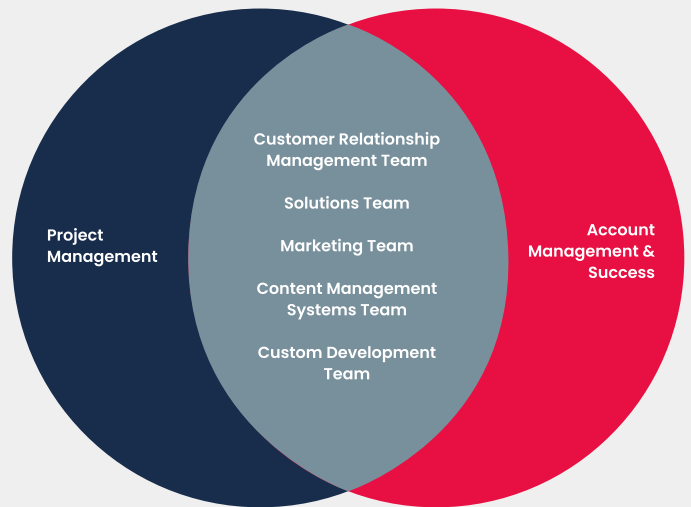
Why Hype & Dexter?

- With 280+ Implementations, there isn't a lot that we haven't seen.
- A combined 80+ years working in digital development, data, CRM marketing and eCommerce.
- We have a holistic understanding of all aspects of business operations, not just technology.
- Adept in Agile Delivery Methodology, which improves the quality of your project and decreases the risks involved.
- We have boots on the ground in Australia and New Zealand to deal with you directly.
- We're competent working with businesses in all sectors.
- Top 3 Hubspot Partner Globally

At Hype & Dexter, we house a range of different disciplines all under one roof.

This means no outsourcing, and you benefit not only from the breadth of work we can undertake, but also from the quality of the work that we do, with multi-mind sense-checking and decision-making at every stage.

Cross collaboration between disciplines, gives us a holistic view of the work we are delivering, and allows us to maintain alignment and congruence throughout our projects, both internally and externally.



Our Specialities



Digital Transformation

Includes Sales CRM, Marketing & Service.



Sales and CRM

We put awesome automation in place to help power your sales productivity.



Digital Marketing

We take the legwork and the guesswork out of your online marketing, lead generation and customer acquisition.



Customer Service

We can help you to service your customers better, through ticket management, chat, feedback & more.



Website & CMS

Slick yet simple to manage websites for business of all sizes — from design concepts & wireframes through to custom development.



Integration & Custom Development

Where HubSpot does not fit your specific needs, we can integrate with or build out tools to do exactly what you want.

Our Accolades

HubSpot
APAC Partner of the year
2019 | 2020 | 2021 | 2022

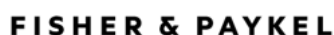
HubSpot
Advanced Implementation
Certified Partner

HubSpot Elite
Certified Agency
Partner



Our Clients

Are you sitting on the fence about whether your business should be riding the digital transformation train? Then take a look at some of the key clients we've worked with. Don't get left behind. If these big industry players recognise the need for digital transformation, it's high time you do too.



What People Say

"It is reassuring to be partnered with an agency that has the user experience top of mind, a willingness to problem-solve and follow best practice."

Business Mentors New Zealand

"The strength of a team is in its people and the team at Hype & Dexter go above and beyond to answer questions, find solutions and help in every way they can."

Suzuki

"The results have spoken for themselves as adoption and buy-in across the company, not to mention results, have been nothing short of fantastic."

James Dunlop Group

"I'd recommend Hype & Dexter to any company wanting to drive their marketing activity forward and on top of their professionalism, they were extremely helpful and personable."

Eftpos NZ

"In addition to being great at implementing HubSpot, the team at Hype & Dexter have displayed that they understand complex business operations and processes."

Integricity Technology Group