



Industry

Located in Columbus, Ohio, Ologie is a branding and digital marketing agency that offers a variety of services to the education, health, and retail sectors.

Business challenge

The company's growth required the need to better organize, consolidate and share customer information with departments throughout the organization. They also required the ability to target new markets using automated marketing programs.

Key Features

One of the key features that attracted the management team at Ologie, was the ability to have access to a complete 360 degree view of customer information on a single screen.

Results

Commence CRM has enabled us to efficiently manage our customer relationships. Our interaction with customers coupled with targeted marketing programs has opened up new opportunities that we would never have been able to before.

Commence CRM Enables Growth at Digital Marketing Agency

Ologie is a branding agency that helps companies, institutions, and organizations discover their story and find their true voice. The company focuses their talents in four areas that greatly affect the quality of life and economic impact: health, wealth, education, and community.

Over the past two years the company has experienced a high degree of growth and was having difficulty managing and sharing customer data within the organization. "Organizing data and reporting on it was a complete mess," said Melissa Wine, Marketing Coordinator at Ologie. "We knew we needed a CRM solution that would enable us to manage a lot of data and could be customized to meet our unique business requirements. We also wanted the ability to create marketing campaigns to drive more business."

"We looked at several of the top rated CRM solutions and were impressed with the functionality, ease of use, and affordability of Commence CRM. The ease of use factor was paramount to us and we found that competing alternatives required a lot more training and cost to customize. We also needed to expand our marketing and lead generation efforts and we found that Commence CRM made this process easy as well."

"Our decision to go with Commence was based on the fact that they had a quality product in a user friendly format. In addition, the company was willing to provide us with their knowledge and expertise during the implementation process so that we would get off to a smooth start."

"We could not be happier with our decision. The support from Commence has been outstanding and has enabled us to realize a high degree of value from the product. The management is pleased with the reporting and analysis they get from the system and Commence understands that this is an important tool for our business. They are extremely helpful when we call on them. Thank you Commence."