



## HR Resolutions

CLIENT

### Professional Services

INDUSTRY

9

EMPLOYEES

5

HUBSPOT USERS

## IMPLEMENTATION SUMMARY

### Objectives

- Unify the sales and service teams on a single CRM platform
- Strengthen the customer experience and reduce team gaps
- Increase customer intimacy through more proactive account management

### Configuration

- HubSpot Sales Hub Professional
- HubSpot Service Hub Professional

### Technical

- Migrate off of Freshworks CRM
- Customized HubSpot data model
- Advanced workflows and reporting

IMPACT  
**23%**  
REDUCTION IN  
CUSTOMER  
TURNAROUND TIME



## HR RESOLUTIONS

# Leveraging the Power of a Unified CRM Experience.

Professional services firms face many challenges in the marketplace, not the least of which is the proliferation of competitors and the constant threat of commoditization. In response, **HR Resolutions decided to migrate to HubSpot as part of their growth plans.**

### Selection

Twenty years ago, following stints in HR leadership at companies like Thomson Industries, Voith Turbo and Graham Packaging, Karen Young **decided to establish an innovative human resources firm** that would provide, on an outsourced basis, cutting-edge talent and human capital solutions for growing businesses and nonprofits. From the beginning, her vision for HR Resolutions has been that of desiring to create a culture in the company that would, in turn, serve as an example of a dynamic culture for the company's clients. And to do that, her team needed to integrate everything associated with the client experience.

### Implementation

Karen had known about HubSpot for many years but when she finally decided to look at migrating her team to HubSpot, her biggest concern was the risk of operational disruption for her staff and clients. The Wendt Partners platform and technical experts **worked with her team to creatively stage the migration process** in ways that would minimize downtime and also reduce project costs to boot, while allowing more time for training and coaching of the team to get the most out of HubSpot.

### Success

By bringing to together sales and service on one single CRM platform, the HR Resolutions team has been able to respond even more quickly to client requests and offer accurate and timely information, which in turn strengthens client loyalty and spurs potential up-sell and cross-sell opportunities. As a result, **the firm continues to see dynamic growth through its competitive positioning.**

## Testimonial

"We operate in a very competitive and demanding industry, and it's essential that sales and customer service live in one platform. We also needed to move our CRM data out of multiple legacy tools. The team at Wendt Partners was impactful not only by guiding us onto HubSpot, but also advising, training and supporting us every step of the way"

**KAREN YOUNG**

PRESIDENT & CEO, HR RESOLUTIONS



### Begin Your HubSpot Implementation Journey Today

Contact Doug Wendt, Senior Partner at **718-841-7169** or via email to [doug@wendtpartners.com](mailto:doug@wendtpartners.com).