

IntelliClick

CASE STUDY

Juice Inc. builds “Intelligent Energy” in the workplace with the help of “IntelliClick - Intelligent Email Marketing”

Juice Inc. – IntelliClick Case Study – March 2015

“IntelliClick is the complete package – a holistic solution for engagement, custom reporting, event registration and real-time dashboards. Bottom line, it is like having another employee in the organization — increasing and adding to our capacity!” Lara Hall, Director of Marketing – Juice Inc.

Business Profile: Juice Inc. partners with leaders, teams and organizations to release “intelligent energy” in the workplace. They create refreshing ideas and real results by providing training in employee engagement, conversation, innovation and leadership.

Business Challenge: Expand, enhance and streamline its event strategy in order to reach leading executives in training, HR, organizational development and innovation. Juice accomplishes these goals by conducting executive events and webinars as its primary marketing strategy. Juice needed a solution that allows for growth and expansion into new markets, and expanded success of current events, which number 2-4 events per month. Juice Inc. was using an email marketing solution that required it to maintain 2 separate databases, two separate sets of software, an onerous refresh process of marrying the data from both platforms; and a time delay in getting relevant data to their target marketing audience.

Business Solution: Implement IntelliClick, a real-time mass email tracking and web site marketing solution that integrates with Juice’s critical business database management tool, GoldMine CRM.

Business Benefit: Since 2012, Juice has enjoyed simple, streamlined and integrated email marketing data which enhances its event strategy and insures that clients get relevant, real time data. IntelliClick, in conjunction with GoldMine CRM, allows ease of registration, automatic scheduling of participants in their CRM system, automated confirmation emails; and the tracking of attendance after the events are completed. IntelliClick Reporting on current and past events, purging of old campaign data, compliance with opt-out requests are some of the features which further augment the way they can now manage their email list. Other benefits include ease of use, time savings by creating a simpler, easier process, and real time savings by getting real time data.

Business Vision: The IntelliClick staff has breadth and depth to see that integrated CRM email marketing is the way to go. They continue to develop and enhance the solution, with features like the customer engagement tracking module. We look forward to incorporating the new features into our process to help us identify new opportunities for Juice.

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About Juice Inc.:

Founded in 2002, Juice Inc. is a corporate training company that believes energized and engaged employees fuel great customer experiences and better business results. They place a focus on ideas, skills and tools people can put to use immediately. They provide skills and tools in the following areas:

- Conversation Training
- Employee Engagement Training
- Innovation Training
- Leadership Development
- Conference Solutions & Keynotes

To learn more about Juice Inc., please visit www.juiceinc.com or call 1-888-822-5479.

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About Business Automation Solutions, Inc.

Business Automation Solutions, Inc., the developer of the IntelliClick eMarketing software, is a sales, marketing and relationship technology solutions consulting firm, and CRM integration specialist. The firm integrates its' IntelliClick eMarketing application with well-known CRM solutions, such as ACT! & GoldMine. IntelliClick is marketed globally and customers span a variety of industries including financial services, human resources, manufacturing, software, marketing services, transportation, security services and broadcasting. Business Automation Solutions is headquartered outside of Chicago, IL. For more information, visit www.intelliclicksoftware.com or call 888-827-5628.