

# THIS IS HOW i CRM: **TengoInternet** Triples Sales, Creates Happy Campers



# INTRODUCTION

*“Whac-A-Mole” is how the TengolInternet staff used to talk about the video screen that showed Internet outages or network problems with customer locations.*

*Like the arcade game of hammering down creatures that pop up at random, the TengolInternet support team of customer service representatives and engineers was responding to Internet service outages reactively and repetitively – churning through so many service tickets they had no time to learn the problems’ roots or identify underlying trends.*

*“Requests were flying all over, and we had systems that didn’t talk with each other,” says Dan Tronolone, IT director. “We’d address the symptoms without understanding the cause of the problem because another issue was popping up somewhere else.”*

*TengolInternet provides B2B high-speed wireless Internet solutions to the outdoor hospitality industry. It handles design, installation, management, and guest support services for more than 1,000 state parks, campgrounds and marinas, and for residence halls at oil and gas fields.*

*The Austin-based company is performing at its peak when its service goes unnoticed, when consumers don’t even wonder why they have stable Wi-Fi in the wilderness; when the operators of campgrounds and RV parks have dependable Internet service to offer clients and to run their offices.*

*For TengolInternet, Sugar has become the hammer that whacks down the sudden appearances of unmanaged customer support tickets.*

## ABOUT TENGOINTERNET:

**Description:** As North America’s largest provider of high-speed wireless Internet solutions for the outdoor hospitality industry, TengolInternet serves more than 1,000 campgrounds, state parks, marinas, oil and gas housing complexes and other outdoor locations.

**Headquarters:**

Austin, Texas

**Founded:** 2002

**Customers:** Eagle Ford Cabins, Sandy Oaks RV Park, Turnkey Solutions, Cotton Logistics

**Website:**

[www.tengointernet.com](http://www.tengointernet.com)



**CHALLENGE:** Enable faster and more accurate customer response through process automation; unify sales and support with a single platform that optimizes data collection and identifies trends; use process automation to free staff for more impactful tasks.

**SOLUTION:** Sugar Professional, hosted on-site, with integrations for accounting, communications and e-signature applications.

**RESULTS:** • 3X growth in sales revenue • reduced workload by 1,500 staff hours each year through more efficient maintenance order processing • reduced data input time by 25% • saved \$10,000 immediately by automating outbound customer communications

## SMARTER, MORE IMPACTFUL WORK

Using Sugar, TengolInternet has tripled sales, won back nearly 1,500 staff hours annually, and cut data input time by 25%.

A former Salesforce client, TengolInternet saved more than \$10,000 in the first month of their Sugar deployment by automating outbound customer communication.

In addition to saving money, by improving workflows and automating processes TengolInternet has freed staff time for more interesting and impactful work, leading to staff empowerment and fortifying the bottom line.

"People are using their skills better and that gives them a better work life. They can focus on the important things because we have automated the simple things," Dan says.

TengolInternet primarily uses Sugar to power its support and sales teams.

Prior to Sugar, the departments used different platforms, which distanced sales and renewal opportunities from support communications, and negated any potential collaboration between the two groups to drive sales and improve customer satisfaction.

"Nothing was tied together," recalls Eric Stumberg, co-founder and CEO of TengolInternet.

"Locations, customers, prospects, accounting, and network operations were all disconnected and our access to those systems was limited."

"Sugar played a key role in unifying that information to a single system," Dan says. "Now, our support staff is aware of what is happening with sales, so that if a customer who is mid-renewal has a problem, maybe they give that customer extra white-glove treatment. Our team now has a 360-degree view of the customer, and can see in real time what they need to know to do their jobs better."

A black and white portrait of Dan Tronolone, IT Director, is positioned on the right side of the page. He is a man with a beard and mustache, wearing a light-colored polo shirt. The portrait is partially obscured by a red-bordered box containing a quote.

*"If all your sales people are free to sell, rather than updating data, they can put in 25 percent more time with customers."*

Dan Tronolone, IT Director

## AUTOMATION AND INTEGRATION

Integrations play a huge role in discovering new levels of efficiency for TengolInternet.

During the ‘Whac-a-Mole’ days before Sugar, the customer support team lost hours responding to each service interruption with a phone call from a technician. 67 percent of TengolInternet’s service caseload required these outbound calls.

If network problems arose – something as simple as a router doing down – an engineer would call or text the client and talk them through getting the system back online. That could mean more than 1,000 calls per month, a daunting workload for even the most seasoned support team member.

By using Sugar to track trends from these calls, TengolInternet saw quickly that many client outages were simple problems that called for direct solutions: an on-site system reboot, rather than an extended phone conversation with an engineer.

TengolInternet created problem-specific mp3s and text messages that are routed through a powerful Twilio integration. The recordings provide instructions that coach customers to resolve straightforward problems without the help of a support team member.

The Sugar-based system flags engineers when a call is needed, if the automated process does not resolve the issue.

The Twilio integration also uses a similar recorded approach to coach clients through simple network outages.

“When Sugar showed us that many of these calls were simply router or modem outages, it made sense to create instructions on how to restore the network and then use automation to make that contact,” Dan says. “I know it is saving us a lot of money, and in a customer-facing way, we show customers we are ahead of problems.”

Sales also benefitted immediately from Sugar because the system cut data entry time by 25% and contributed to the company’s 3X growth.

“Sugar has been a big part of that revenue number. If all your sales people are free to sell, rather than updating data, they can put in more time with customers and prospects,” Dan says.

By integrating seamlessly with the most useful and innovative applications, Sugar provides a range of functionality and automation that enables teams to improve bottom-line results.

## ANALYSIS THAT LEADS TO PROFITS

Tracking trends is a crucial element to understand a business’ ebb and flow – and to pinpoint smart ways to increase profits. Using Sugar, TengolInternet management can drill down for reports that provide insight into sales and support activities.

“The analytics that are built in to Sugar help us get smarter about what is actually happening with our networks and spotting trends,” Dan says.

For example: When a service call is logged, the types of products involved are noted. In the long run, this small piece of information helps the company spot

*“Sugar not only helps us take care of our customers, it enables us to help them grow their business.”*

**Eric Stumberg,**  
Co-Founder and CEO

### HOW I CRM: AN IT DIRECTOR’S VIEW

Dan Tronolone’s Sugar dashboard includes everything he needs to keep an eye on all aspects of the company’s CRM use, with details on business metrics from sales and support teams. His view includes:

- Opportunities by sales person/wins
- Sales activity stream
- Sales forecast
- Support cases by region
- Support cases by device type

trends with faulty equipment and learn more about predicting the service life of hardware.

“When we see abnormal types of calls related to equipment and can use Sugar to track those abnormalities, that helps make us agile,” says Dan.

In addition to tracking support efforts and sales processes from opportunities to closing, TengolInternet also looks at profitability for each prospective customer. The sales staff evaluates time and effort to spend on customers, and identifies potential opportunities for upselling.

Overall, Sugar’s reporting helps TengolInternet make more certain financial projections and guides its sales team to successful deals.

“Sugar gives us a better ability to predict what is going to happen in the next three months, to identify where we have really good close rates and use those tools to know more about our customers,” Dan says.

## ONGOING MOMENTUM

TengolInternet continues to look at additional uses and finding more ways to capitalize on Sugar’s automation and analytics-driven intelligence. With the company adding five to eight new customer locations monthly, finding more ways to leverage Sugar for sales and support will be crucial to sustaining momentum.

Marketing has begun using Sugar’s campaigns for monthly newsletters and weekly outreach to customers with reports on network performance. Dan believes the targeted communication and timely, helpful information will help drive renewals and reduce turnover with existing customers.

*“Sugar empowers all our folks to be on the same page in a way that if we didn’t have it, it would require so much overhead it would be unimaginable.”*

Dan Tronolone, IT Director



The accounting team is next on TengolInternet's anticipated Sugar expansion. Using sales and support as the model, the rollout to accounting will be widely embraced — particularly because the system will remove the double data entries currently plaguing them.

"All the automation we have been able to set up, it makes our people feel better emotionally because they are not doing that mundane copying and pasting," says Dan. "They have a better work life through automation that lets them do more important, interesting work that — at the end of the day — benefits our customers and our business."

Eric concludes: "We've found that our services actually impact the satisfaction scores our customers receive from their guests. So Sugar not only helps us take care of our customers, it enables us to help them grow their business."

"High-tech, high-touch coaching is the heart of our process, and Sugar is the basis from which technological solutions flow." For example: When a service call is logged, the types of products involved are noted. In the long run, this small piece of information helps the company spot trends with faulty equipment and learn more about predicting the service life of hardware.

"When we see abnormal types of calls related to equipment and can use Sugar to track those abnormalities, that helps make us agile," says Dan.

## CUSTOMIZATIONS AND INTEGRATIONS

In addition to Sugar's off-the-shelf functionality, SugarCRM partner Epicom has worked closely with TengolInternet to develop, implement, and manage specialized integrations and customizations.

### SOLUTION PARTNER



Epicom is a technology solutions firm focused on consulting and executing complex CRM and Marketing Automation deployments, customizations and integrations. Epicom is dedicated to helping companies be successful and grow by providing comprehensive software solutions and services including training, support and CRM hosting. Epicom is one of SugarCRM's leading 3-star Platinum Partners and winner of the Sugar Partner Global Leader Award.

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### INTEGRATIONS

- **Twilio:** Used for voice, VOIP and SMS communication with customers. Especially helps customer support because it enables customers to get text or recorded instructions on how to solve many minor network problems. Data on number and types of calls is reportable through Sugar.
- **QuickBooks:** Allowing seamless data exchange with Sugar for tracking quotes, invoices and receivables, and for generating purchase orders for vendors. Product catalog of vendor hardware resides in Sugar, allowing staff to use dropdowns for creating orders, which then move into the accounting system.
- **Adobe EchoSign:** Electronic signatures for contracts and purchase orders.

### CUSTOMIZATIONS

- **Quotes Module:** Allows sales to generate estimates that are identical to an invoice but are not listed as receivables. Customized process in Sugar turns the estimate into a QuickBooks invoice at the click of a button when the sale closes.
- **Service Work Orders Module:** Custom list of dropdowns for items related to maintenance requests, tracking everything from hardware brand and model to estimated time spent to perform the work.
- **Customer portal:** Provides transparency and visibility for customers, who can view their usage statistics and downtime reports.

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