

# Constant Contact Users Benefit from CRM

## Case Study: SOLAR ENERGY SOLUTIONS

**CUSTOMER**  
SES 21

**INDUSTRY**  
Solar Energy

**KEY CRM NEED**  
Needed to organize the company's growing customer base and centralize information from multiple applications.

**RESULTS PRODUCT**  
CRM Business Suite,  
Quick Books Integration,  
& Constant Contact  
Integration

### ABOUT SOLAR ENERGY SOLUTIONS

Solar Energy Solutions 21 (SES ) is a national wholesale distributor of solar energy products serving the grid-tied photovoltaic market. SES 21 sells fully configured PV systems as well as a full range of PV components. The company places a premium on quality products; they provide expert knowledge, service, and training to customers and are ideally located to provide superior and cost effective logistical services.

### BUSINESS CHALLENGES

#### Growing Company with Changing Needs.

With their growing database, the company needed a way to centralize, organize, and schedule contacts. SES 21 wanted a CRM that would grow with their company; they needed a system that they could customize and adapt as their company's needs changed.

**Capitalize on Email Marketing Efforts.** Ses21 wanted an easy way for the entire Sales Team to have access to Constant Contact reports so that they would be able to view a contact's interest level and communication history.

**Needed Company-Wide Data Visibility.** SES 21 needed a company-wide information hub that would centralize information from Constant Contact and QuickBooks into one application, providing a complete picture of each contact.

### WHY RESULTS?

#### Organizes a Growing Customer Base.

Results CRM provides a way for SES 21 to organize their contacts and can be customized as the company grows and changes. With centralized info, schedules, and follow-up, the company knows that all tasks will be completed.

#### Track & Streamline Email Marketing Efforts.

Constant Contact Integration provides email campaign reporting within Results CRM so that the entire team has visibility into a campaign's reach and effectiveness. Email distribution lists are automatically uploaded from within Results.

**Centralized Information Hub.** SES 21 had already invested in applications such as QuickBooks, Constant Contact and Outlook. Since Results integrated with all of these, it became the central place to review past activities, sales, invoices, emails and notes.

### FAVORITE RESULTS FEATURE

SES 21 USA uses the Constant Contact Integration module to streamline the way they manage their business. By integrating Results CRM with Constant Contact, they have been able to eliminate double data entry and use Results CRM as their central information hub. The Sales Team benefits by having accounting, order history, and email campaign information at their fingertips. Uploading and refreshing distribution lists from within Results CRM has made campaign execution much more efficient.

Contact	Assoc.	Type	Display Name	Email	First Name	Last Name	Company
23376	23880		Dan Cole		Dan	Cole	Radford Crossings
23623	0		John Garcia		John	Garcia	Century Building Re
23700	0		Rob Adams		Rob	Adams	Service Building Co
23620	0		Simon Talo		Simon	Talo	Wallace Manufactur
23444	0		Phonnie Luerstedt		Phonnie	Luerstedt	Hannover Tennesse
20417	23836		Kelly		Kelly		
20414	23826		Andrew Appenroth		Andrew	Appenroth	Lee W. Robinson C.
23862	23823		Mike Zuehlke		Mike	Zuehlke	Ampelco, Inc.
23701	23862		Amy Wilcox		Amy	Wilcox	Agreco Networks L
23861	23836		Paul Lockhart		Paul	Lockhart	Agreco Networks L
23700	0		James Easley		James	Easley	Tudy Nails Service
23861	0		David Pearson		David	Pearson	Performance Health
23700	0		Tom McGee		Tom	McGee	Street Technology
23700	0		Chris Lopez		Chris	Lopez	Street Networks Inc
20417	23880		Shawn Martin		Shawn	Martin	Label Free
23480	23873		Chris Ross		Chris	Ross	Blue
20416	23884		Stephanie Kreiser		Stephanie	Kreiser	Group Mobile
24772	23819		Betsy Jay		Betsy	Jay	Eye Solutions
16790	23704		Marc Schiltman		Marc	Schiltman	

*"From importing contacts to exporting email statistics, the integration of Results CRM into Constant Contact has saved me a lot of time transferring contacts from one platform to the other. Results CRM has also eliminated the need to pull and distribute individual reports after each Constant Contact campaign since the sales team now has direct access to campaign information."*

Stefan Drexelmeier  
SES 21 USA