

1CRM 7.8 USER GUIDE

Hill Street Marketing - making a difference with 1CRM



BUSINESS DESCRIPTION

Hill Street Marketing is in the non-alcoholic beverage business. It was started back in 2008 with the initial idea of making a premium line of non-alcoholic beverages licensed under the charity, Mothers Against Drunk Driving (MADD), thus the name MADD Virgin Drinks. The product line includes red and white wine, a sparkling champagne-style Brut, Margaritas, Mojitos and the World's First Alcohol-Free Craft Brewed Lager, which has won two gold medals so far in the US Open Beer Championships.

HSM then added a great regular beer called Designated Draft, that tastes just like beer with alcohol. Thirdly, HSM has partnered with another top charity, Best Buddies International, to create Best Buddies Bubbles, a children's celebratory sparkling pure juice beverage. HSM products are now sold in over 5,000 stores and retail outlets.

CRM OBJECTIVE

The employees of HSM are spread from coast to coast over 4 time zones, plus there are reps on the road, so an online system was mandatory. We needed to monitor our sales efforts, our order processing – in and out, our invoicing, our email blasts, our store visits, our shared internal documents for all to have access to and more.



THE SOLUTION: 1CRM PROFESSIONAL EDITION

Prior to discovering 1CRM, the Hill Street Marketing team started with another CRM, and gave it up after just a few months – for lack of power and flexibility. That experience provided them with a better idea of what they were really looking for in a CRM solution. With their objective defined, they found 1CRM Professional Edition. Exceeding all of their requirements, 1CRM is flexible, cost-effective, and includes all the features they need.

BUSINESS BENEFITS

- Can quickly check on all communications in and out with a particular customer, which can be an online customer, a store or retail chain.
- Better business structure & organization.
- Integrates easily with other products & services.
- Can perform almost all daily business tasks within 1CRM.

3 FAVOURITE FEATURES

- ★ Customization – “Because you can have just exactly the modules and fields you want for each and every task and get rid of everything that you don’t want.”
- ★ Reporting – “Initially I thought the reporting was lacking but I have to come understand that it is very good. The ‘interactive’ option allows fewer reports to be written, as users can set filters when running the reports, to get the answers according

“Our experience has been fantastic as there is no end to the power of 1CRM, now the core of our business, and it all comes at an amazingly low cost.”

*Bruce Anderson
Chief Financial Officer
Hill Street Marketing*

to the particular circumstance they are in at the time.”

★ Layout – “1CRM is straightforward and easy to understand. I know that’s a cliché, but only good software has new users up and comfortable using it within minutes, and that is literally what happens with 1CRM.”

RESULTS

HSM successfully implemented 1CRM throughout their sales & administrative staff, and they have done considerable customization to virtually all the screens in 1CRM that are used regularly – so it fits the needs of their business extremely well. Throughout the years, 1CRM has continued to meet the needs of their growing business, and allows them to easily manage their products in over **5,000+** stores and retail outlets.



ABOUT 1CRM

Founded: 1997

Ownership: Privately held Canadian company

Headquarters: Victoria, BC

Partners: Worldwide

1CRM is a highly customizable and cost effective Customer Relationship & Business Management system. It allows you to organize your whole business within a single web application, and access that information at any time. Available in the cloud or on-premise, you can make 1CRM your own.

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