

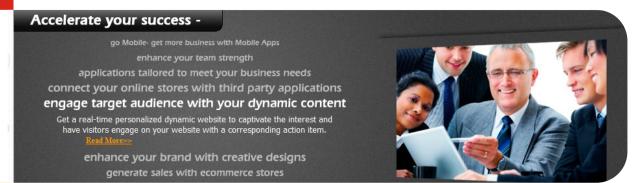
# the WordPress way





WordPress with Sugar CRM

" i95Dev is a
Software
development
firm delivering
high quality, cost
effective,
trustworthy and
result- oriented
solutions for
global and local
clients in the DC
Area. "



## **About Project**

**Wordpress with SugarCRM Integration Plugin** 

## **Business Challenge**

i95Dev wanted to develop a content management system that's integrated SugarCRM in order to manage their leads and help them manage more leads in a better way.

#### JIVA's Solution

We developed a website that is SEO optimized to drive more traffic to the site. The site is designed to capture the customerinformation and integrate the same information to a CRM system. We designed the lead forms and integrated that with SUGAR CRM. Every customer enquiry that gets filled as a lead form is sent to SUGAR CRM. This information of the customer is later used by the Business Development team of the client.

With their business going global, we integrated a Geographical intelligence module to the ads to give their customer a feeling that the client is Local to them.



### **Benefits**

By integrating the customer leads to SUGAR CRM, the client is now able to track the leads and their progress much efficiently. As a part of marketing strategy, we have used the concept of Geomarketing.

## Highlights

- · Easy to install and configure
- Helps to track and manage their website leads a lot more efficiently
- Effortlessly integrate lead forms in WordPress with their SugarCRM instance
- Configuring their own lead form in WordPress
- Automatically capture their website leads in SugarCRM

