



Exceeding Expectations

Sprig Electric is one of Northern California's largest and fastest growing Electrical Contractors. More than 40 years of experience in the field of construction services made Sprig Electric a first-rate electrical service provider with 216 offices, over 650 field experts, and 5 different service lines – Electrical, Low Voltage (Telecommunications, Security, Fire/Life Safety), Energy Solutions, Facilities Services and Prefabrication.

## PRODUCT:

Sales Creatio, Marketing Creatio, Studio Creatio

## INDUSTRY:

Construction

## REGION:

USA

## CHALLENGE:

**Sprig Electric** expands its market at remarkable speed – the company has doubled in size within the last 4 years. This exceptional growth created the need to modernize existing business tools to automate and orchestrate processes across several teams.

**Sprig Electric** needed quick implementation of a solution that is easy to use and easy to modify with a high end-user adoption rate.

### Sprig Electric's requirements to a new system:

- Easy-to-use and scalable software able to sustain business growth
- Quick and seamless implementation and agility of BPM system
- Effective BPM tools to support processes consistency across teams
- Robust status & progress reporting tools
- Custom dashboards to measure work progress and business performance
- Effortless integration with an existing in-house solution
- Cloud deployment

## SOLUTION:

- Deployed CRM workflow on the basis of a hybrid environment within Creatio
- Complex architecture of business processes with the ability to interconnect projects, scopes, opportunities, and bids
- Fully-customized pre-construction workflow phases for VDC (virtual design and construction) department
- Unified file storage with configured access control, implemented to replace the multiple disconnected repositories previously used
- Optimized event management processes
- Automated e-mail marketing campaigns
- Pre-configured bid management workflow helping to outline the type of work to perform based on budget estimates, bid tracking, internal bid reviews, updates on negotiated bids, etc.
- Built-in algorithm triggering approval action activity when sponsors' approval is needed at certain pre-defined process stages
- Robust reporting and productivity tools such as triggered reminder emails, calendar invites, automated notifications about actions needed, etc.
- Systemized process for electronic submission of a PTO (paid time off) request
- Supported single sign-on feature - internal software management solution for managing users ensuring top-notch user experience and effective software operation
- Integrated cross-platform solutions for better data accessibility

## BUSINESS OUTCOMES:



120% increase in leads



Sales deals closed twice as fast



Operational performance increased by 70%

Providing an infrastructure that links together Sprig's many core software solutions, Creatio ensures that all their systems work in alignment with one another. The system leverages employees' knowledge and streamlines their work, engrains user information wherever needed, and drives collaboration effort. On top of that, Creatio's scalability encourages further business expansion and growth.

ACCELERATE