

**About Plumbing Supply Now:**

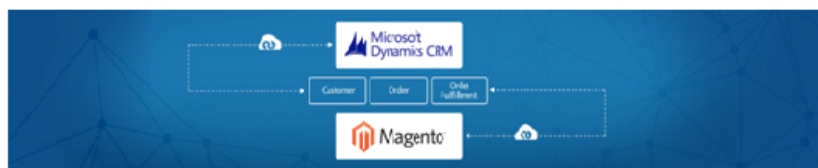
Plumbing Supply Now is a diverse wholesale distributor of plumbing supplies, heating supplies, pipes, valves, fittings, waterworks, thermostats, drainage, faucets, fixtures, tools and other 50,000 items from 200 brands in the US and Canada. You can learn more about them here <http://www.plumbingsupplynow.com>

**Business Challenges:**

The biggest challenge for Plumbing Supply Now faced was the absence of a unified single ecosystem of handling customer database and allowing the monitoring of the effectiveness of the work with leads and simultaneously, streamlining email marketing outreach to the existing customers and prospects.

**Solution Delivered:**

Since the client site is built on magento ecommerce platform, the CloudFront team developed a smart integration platform which can seamlessly connect Microsoft Dynamics CRM and Magento. With this, any new customer entering or registering on [plumbingsupplynow.com](http://plumbingsupplynow.com) will be synced back to MS Dynamics CRM as a contact or a lead. All the details of the web customer including billing address and shopping address will be available within the CRM system.

**Marketing Campaigns – Email Marketing and Lead Nurturing**

Post integration, on the sales side, they had a CRM which houses their customer and prospect data. On the marketing side, they had an email marketing tool Mailchimp. These systems were usually separate and didn't communicate with each other. This led to the client's customer-facing teams lose out on all the potential for collaboration. The CRM integration with Magento platform enabled the email marketing tool like Mailchimp to carry out the campaigns seamlessly thereby easing



MailChimp

**Key Technologies:**

1. Dynamics 365 for Customer Engagement

**Post Go-Live:**

Today, Plumbing Supply Now team is receiving a 360 Degree view of the customer post-integration. This is helping them understand customer's needs, buying patterns, order history, account info, and preferences, thereby enabling better insight to build a lasting relationship with customers. All customer details will be stored in the single CRM platform; therefore, the same data will be visible to every department and can be used for further process and planning. The email marketing process is streamlined in such a manner that it reaches the target audience and new prospects on a real-time basis without any manual updates.

**Connect with us!****Corporate Office:**

CloudFronts Technologies, LLP.  
503, T-Square, Saki Vihar Road,  
Andheri (East), Mumbai – 400072, India

**Visit:** [www.cloudfronts.com](http://www.cloudfronts.com)  
**Mail:** [info@cloudfronts.com](mailto:info@cloudfronts.com)  
**Call:** +1 855 796 4355 (USA)  
+91 75 0670 2525 (India)

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