

# case *study*





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- **Company:** mobilefyre
  - **Industry:** Marketing and Advertising
  - **Business Type:** B2B
  - **Location:** Minneapolis, MN



Since 2009, mobilefyre has helped businesses reach and engage their customers in real time with text message marketing. This includes increasing sales, customer retention and streamlining customer acquisition.



## **Company Background**

The founder started mobilefyre in 2009 and after a year, was joined by a business partner. TJ and Ryan have teamed together over the years to build and grow mobilefyre to where it is today. mobilefyre serves several small and large companies throughout the U.S.





## **The Challenge**

The ticketing process was very manual and it was difficult to know which issues were already being cared for and which weren't. A solution was needed to streamline the process.

There are several channels for incoming tickets and they needed all channels to automatically create tickets. This included voice messages being automatically converted into tickets. It was also crucial to be able to automatically assign tickets to the appropriate team members.



## **The Solution**

Our biggest win with working with SuccessFULL Solutions has been the custom ticketing system in Zoho Desk. Our ticketing process is now customized and automated. Our client agreements and invoicing are now streamlined, which took a lot of manual work out of our invoicing process.

Our incoming calls are now tracked and the voice messaging is automated and feeds directly into Zoho Desk. Based on what the issue is, the ticket is assigned to the appropriate person for the task.



## **Why Zoho?**

We choose Zoho for the convenience of having everything in one system. From integration with Twilio for call details, to our invoicing process, documentation and client agreements - everything is now in one system.

**TJ Button**  
**Founder/CEO**



SuccessFULL Solutions has created a custom solution for us that I have only dreamed of. I spent a ton of time and money with other custom CRM solutions that would automate our whole business. Unfortunately they were all talk and no action. They didn't really care about us, we were just a number.

Keitha and her team at SuccessFULL Solutions have given me and my team everything we could have wanted. They came in ahead of schedule and under budget, two things that never happen in software development! I have referred several people to her since we started working together and they are extremely happy also!

