CYCLR

CUSTOMER CASE STUDY

AUSTIN LAWRENCE

Customer Since: 2019

Geography: US

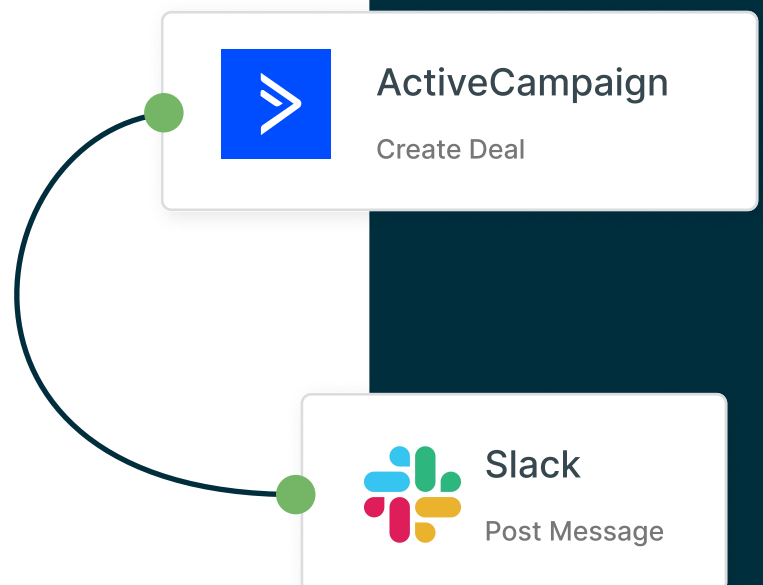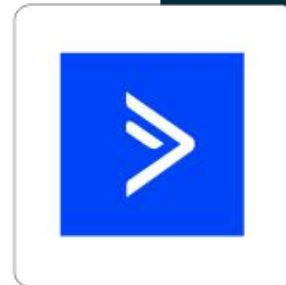# Contents

ActiveCampaign
Create Deal

Slack
Post Message

MailChimp

Get contacts from Mailchimp. Allows you to retrieve contact from your Mailchimp... More

→

Shopify

Integrate with Shopify to manage customer orders... More

Browse →

Sage Accounting & Google Sheets

Update Google Sheets data with Sage Accounting data.

Published

Cyclr is a leading embedded integration platform designed to help B2B software companies tackle complex integrations, serve them natively in-app, and save development time.

"The best support team I've ever worked with, if there were any roadblocks they were very helpful, and quick to respond."

Ken Lempit, President

About Austin Lawrence

Austin Lawrence is a growth marketing firm, specialising in helping software as a service companies to accelerate both their revenue growth and customer retention.

Through looking at sales, marketing and customer success in a holistic way, they work with clients to advance their objectives of gaining new clients, and maximising the customer lifetime value as a result of that sales activity, with the aid of system integration.

Ken Lempit is the President of Austin Lawrence and guides their clients through strategic advice, goal setting, and helping them set their own path to success.

ALG

Ken Lempit,
President

Handling Integrations

Prior to using Cyclr, Austin Lawrence was using Zapier to implement clients' integration requests. This included using Zapier's email parser to enable emails to be routed into a system. Simple one way process integrations.

These integrations were either predefined and only needed parameters set, or were single use data syncs.

Issues arose when they began to receive more **complex integration requests**. It was evident that Zapier, despite its strengths, was not going to meet their requirements for particular integrations.
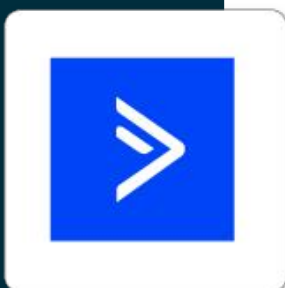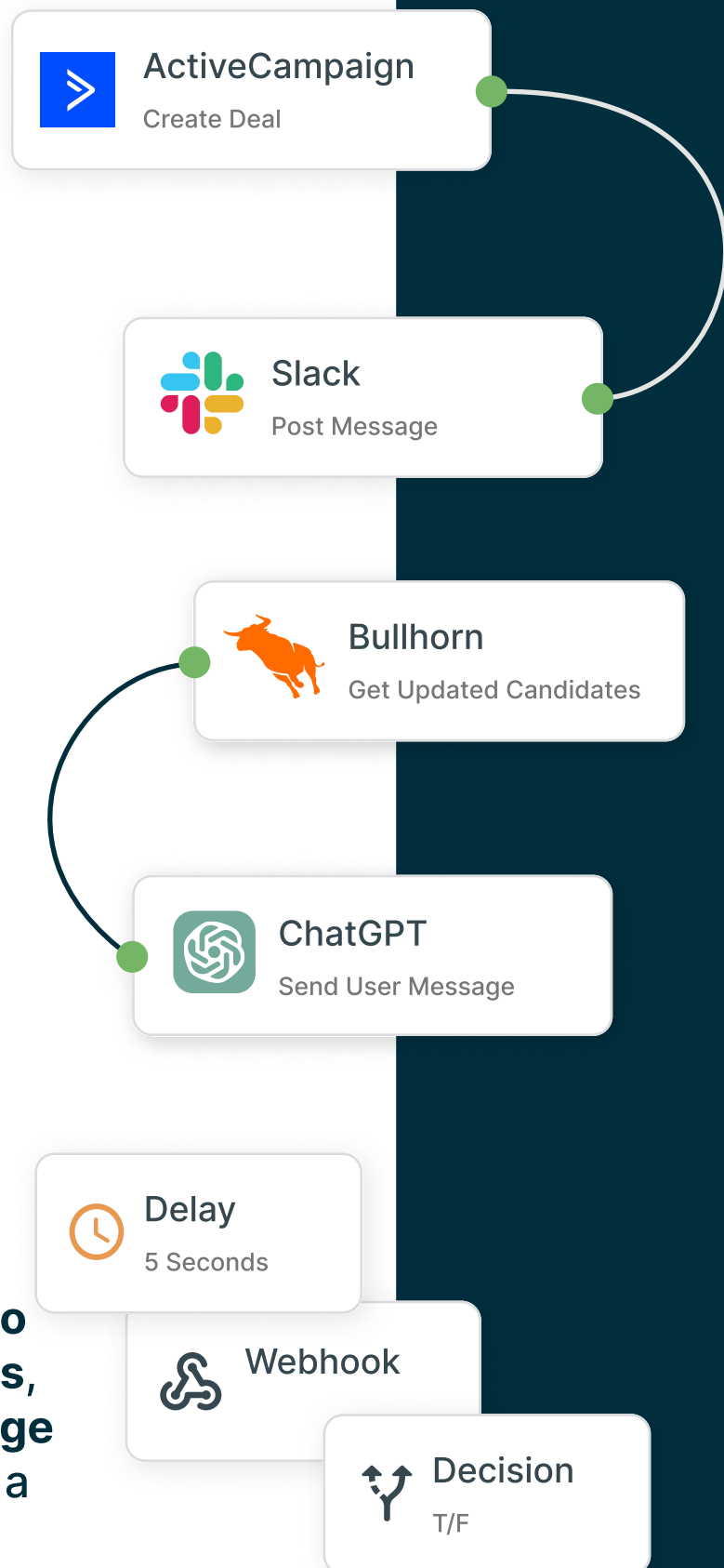
Company Usage of Cyclr

Part of their engagement with one of their clients was to help them to implement subscription billing. Which was a change of business strategy for this client.

Within that, they recommended that the client needed a subscription billing engine. Chargify, was selected, due to its ability to automate the sales process through integration.

They **brought Cyclr to their client because they wanted to take advantage of workflow process improvement**. If a sales representative could close a deal in HubSpot, they could initiate the subscription in Chargify.

With its **low-code interface to create advanced integrations**, Cyclr **allowed them to leverage Chargify's connectivity** with a host of SaaS applications available in the Cyclr connector library.

ActiveCampaign
Create Deal

Slack
Post Message

Bullhorn
Get Updated Candidates

ChatGPT
Send User Message

Delay
5 Seconds

Webhook

Decision
T/F

"Being on the receiving end of great customer success is definitely tangible. It has led to our continuing to invest in the platform.

We're building new things for a client, and right now we have new work going on, to make Chargify even more valuable to this client.

I think it's all about customer success, you have to have a great product, but I think the support here made us successful in our engagement as well."

Ken Lempit, President

Through integrating both billing and sales systems their client saw a **dramatic reduction in the workload** of the sales representatives, taking time out of the sales process by focussing on key automations.

They succeeded in moving all the data they already had about the prospect into Chargify, setting up the subscription, and then all that was left for the representative to do was enter the credit card data and push it out. It was a **big improvement in process efficiency**.

As the project's scope grew Austin Lawrence found that the cost of **developing additional endpoints** to meet their needs was **reasonable**.

As the use of Cyclr's automations grew, as they provisioned new users, the scope naturally also grew to make further processes completely touchless. **Integration has enabled their client to completely change their processes** to leverage this **added efficiency**.

So now not only is the internal sales process automated, the **client's inbound self-service subscription process is going to become a completely touchless experience.**

Shopify

Integrate with Shopify to manage customer orders... More

Browse →

The medium term goal is the near real time achievement of a journey that starts at an initial landing page, establishes the subscription, provisions the user with the right authorisation and finally creates the right subscription. This is being built on the backbone of Cyclr.

MailChimp

Get contacts from Mailchimp. Allows you to retrieve contact from your Mailchimp... More

→

"The cool part about working with Cyclr is that we've asked for things that didn't exist. It was the posture of your organisation that you want to create these things.

So, there's a real feeling of partnership in building out what the world might look like."

Ken Lempit, President

Benefits and Results

During their partnership with Cyclr, Austin Lawrence have been able to **harness low-code iPaaS as a system integrator enabler**; empowered by embracing a **visual approach to integration creation** to make up for their limited programming resources.

They found that having the ability to work in a **low code environment allows them to focus on their customer's use case** and process logic, while not having to concentrate on the solution's code.

The **flexibility to add a script** within a cycle, has **enabled them to refine processes further and add efficiencies** to their clients, above and beyond their initial scope.

Cyclr is a solution that **enables non-programming users to design integration workflows**, with the flexibility to work with their clients to add new connector features, and ensure that their integration use cases are successful.

"We couldn't have done it without the Cyclr support team.

The best support team I've ever worked with, if there were any roadblocks they were very helpful, and quick to respond.

They could explain any issue to me and which helped me understand it. Makes me feel like I'm a programmer now!"

Ken Lempit, President

Get in Touch

If you would like to talk about your integrations give us a call

+44 (0) 330 010 2525 or email

info@cyclr.com

★★★★★

"Great product with amazing service"

★★★★

"Easy to adopt and adapt"

★★★★★

"Zapier on Steroids!"

★★★★★

"Integrations made easy!"

★★★★★

"Fantastic team to work with"

Users Love Us

CYCLR