



## CUSTOMER CASE STUDY

# Force24™

Customer Since: 2018

Contract Level: Enterprise/Private Cloud

Geography: UK

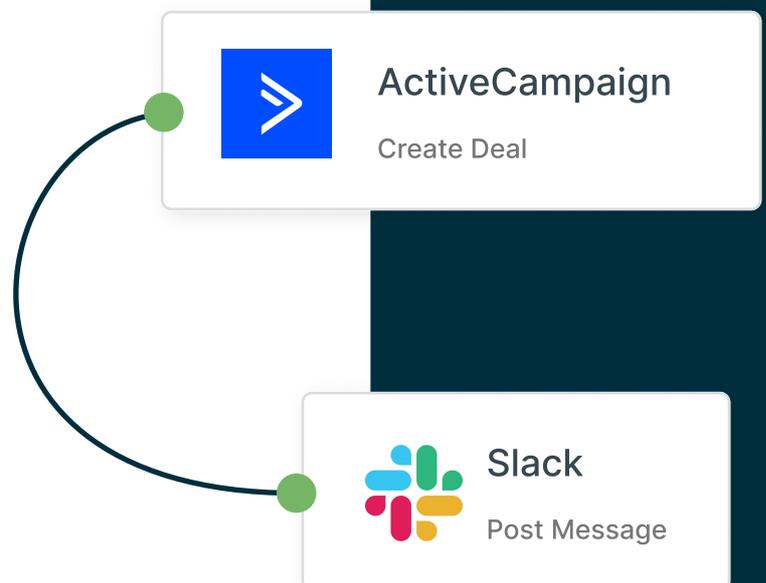
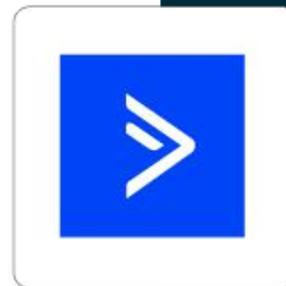
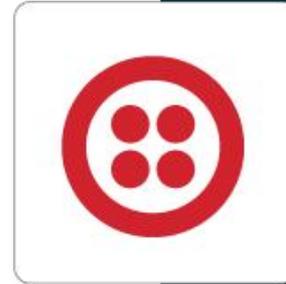
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Cyclr is a leading embedded integration platform designed to help B2B software companies tackle complex integrations, serve them natively in-app, and save development time.

**“Cyclr has been able to support and scale up with us.”**

Luke Brewin, Head of Transformation

# About Force24

Force24 is an email marketing and automation company that brings together their users' business data, to enable them to provide timely and relevant messaging to their customers.



Their customers range from small leads-based businesses to global enterprises. Force24 assists with everything from standard marketing emails to complete marketing process optimisation.

Force24 helps drive customer engagement by enabling unique user journeys, workflows and leveraging automation capabilities to deliver the best value for their customers through a datadriven approach.

For this to work effectively their application needs to have connectivity at its core.



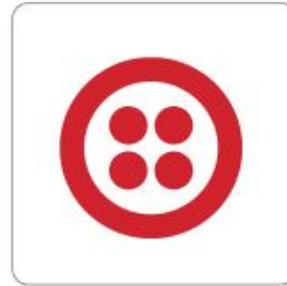
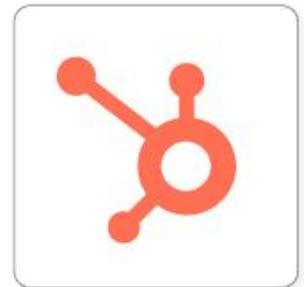
**Luke Brewin,**  
Head of  
Transformation

By primarily working with their customer's CRM and first party customer data, they are able to take this siloed data to create a picture of a customer, so the most relevant messaging and appropriate timings can be taken into account when contacting customers.

As a result, **Force24 integrates with a whole host of different CRM systems** and offers its own bespoke API.

Prior to using Cyclr, Force24 managed its integrations in-house. These integrations would often involve the manual upload and download of key CRM information by their clients to pass through to Force 24.

In addition, they used partners like Zapier to manage key pieces of information such as subscription preference. In cases like this there was a requirement for the user to self set-up such an integration.

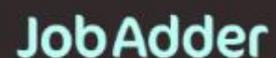
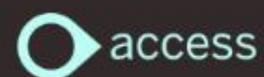


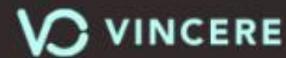
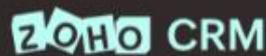
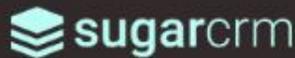
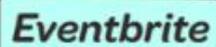
# Company Usage of Cyclr

Cyclr enabled the Force24 team to **rapidly expand their 25 internally created integrations with an additional 35 CRM integrations** powered through Cyclr. As a result, Force24 can integrate with a **considerably higher number of different systems with a much lower overhead.**

Cyclr helps Force24 **present and enhance their customer's CRM data through important and dynamic two-way integrations.** For instance, if they send out an email and all of a sudden preferences were changed, let's say a customer decides they now prefer Mars Bars to Milkways then Force24 uses Cyclr to ensure that all of that information is passed back to their CRM.

Information is now completely up to date and, if you are a salesperson, recruiter, etc. you'll be on top of the latest information in the relevant CRM. This is also important in the world of GDPR, where adhering to customer choices is critical.





**“With Cyclr we can integrate with a considerably higher number of different systems with a much lower overhead. As well as enhance our customer’s CRM data through important and dynamic two-way integrations.”**

**Luke Brewin, Head of Transformation**

# Integration Growth Responsiveness

With Force24's sustained growth, the number of new customers to onboard has increased, meaning that the **breadth of systems they need to work with has also increased**. By working with Cyclr they are able to **onboard new customers quickly, in a standardised manner**, whether they require a new integration or an existing connection.

The process starts with Force24's project management team, who pick up integration requests from customers. By **scoping the integration they understand if a Connector already exists** in the Cyclr library or if a new one is required.



If a new Connector is required, Cyclr's Connector team evaluates what needs to be built in order to complete the customer's use case, without development becoming too time consuming and costly.

Based on these recommendations the Cyclr team agree the scope with Force24 and begin the build, with delivery being typically sub 2 weeks.

So, Force24 can **onboard their customer's new integration in the most timely and cost effective way possible.**

**“We would need two full-time employees just to maintain all of the API integrations if done natively and ran ourselves. Cyclr picks up a lot because they're part of your connector base.”**

Luke Brewin, Head of Transformation

## Benefits and Results

The Cyclr platform has helped **save Force24 time**. Building out a new integration has **reduced from a time horizon of two to three days to only four hours**. An overall time saving of **83%**.

Force24 can now **onboard new customers more rapidly** compared to having to rely on internal development resources to build bespoke integrations.

Cyclr **absorbs the maintenance burden** of any updates to Connectors.

TIKTOK





**Bullhorn**



**“The support really needs to be screamed and shouted about because the time you have to work through any of our questions or issues is really what sold Cyclr to us.**

**It is also a big reason why we haven’t looked anywhere else.”**

**Luke Brewin, Head of Transformation**

## 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"



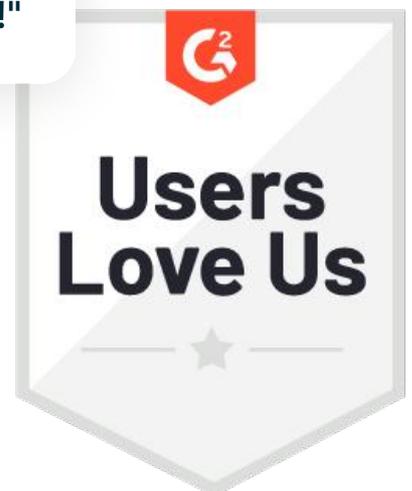
"Zapier on Steroids!"



"Integrations made easy!"



"Fantastic team to work with"



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