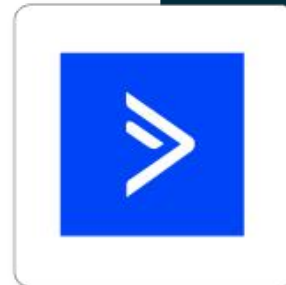# CUSTOMER CASE STUDY

CYCLR

pod POINT

Customer Since: 2020

Contract Level: Enterprise

Geography: UK

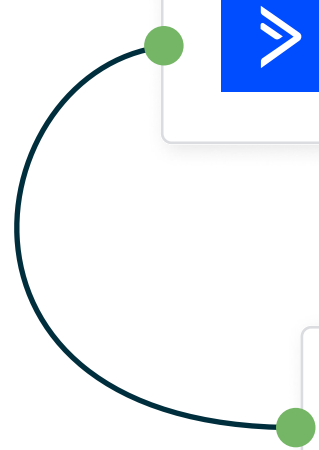# Contents

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

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Integrate with Shopify to manage customer orders... More

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Sage Accounting & Google Sheets

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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.

"Well over half our customers are running integrations with Cyclr!"

Ken Lempit, President

About Pod Point

Pod Point is the UK's largest electric vehicle charging network. They have connected devices deployed in the field, with services delivered on top of the devices and Pod Point helps their customers ensure that their service gets delivered.

The Pod Point product collects all the data and telemetry, from all of the Pod Point pods, and monitors their status. DevicePilot can tell their customers whether they're meeting the SLA agreed with their key end-users.

It can also help their customers with the process of effective triage and resolution, helping them fix their pods quicker so that their service is optimised to their end-users and revenue increases.

Keith Reed, COO at Pod Point and helps to drive up customer satisfaction and growth, while reducing operational costs.

Handling Integrations

Previously, depending on API complexity, Pod Point estimate that it would have taken them two to three weeks to deliver a first integration with potential for time consumptive toing and froing to get it just right.

Whereas now, Tom (Lead Developer) is not involved at all, and any toing and froing is much quicker as the focus is on outlining the steps in Cyclr.

Integrations started with the need for simple notifications to be distributed to various platforms like email or Slack.

The next step was to address the integration of tickets into the service management platform, requiring bidirectional programmatic links with the customers' ticketing CRM system.
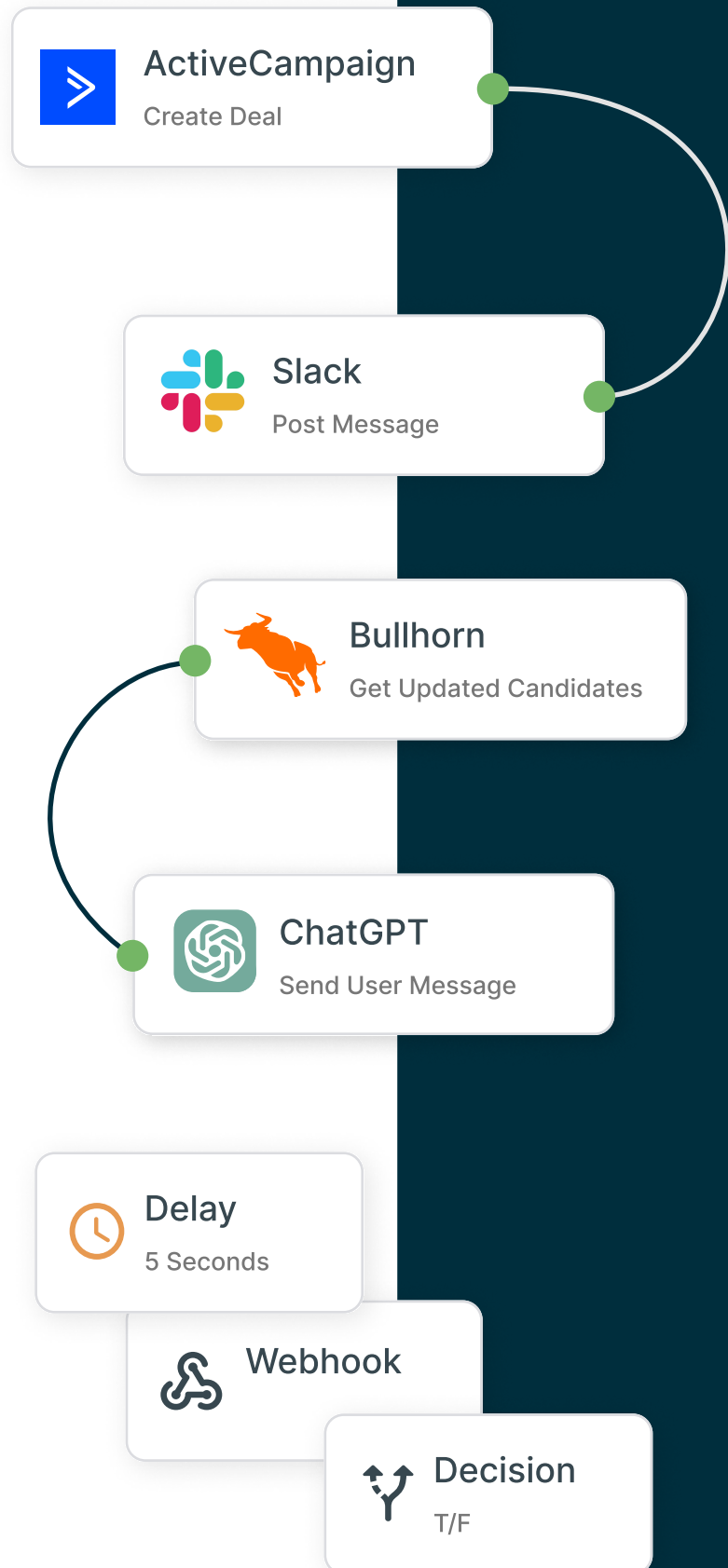
Company Usage of Cyclr

Pod Point integrate with their Salesforce Service Cloud and Slack messenger. This enables Pod Point to send a notification if there is ever a problem.

The customer can click on the link (that's in the Slack message), which takes them to a DevicePilot screen that shows them the issue. They can then create the ticket in Salesforce Service Cloud automatically.

Before launching the integration, the **manual creation process** was taking around **10 minutes** to create a ticket, but **now it's just one button click**.

ActiveCampaign
Create Deal

Slack
Post Message

Bullhorn
Get Updated Candidates

ChatGPT
Send User Message

Delay
5 Seconds

Webhook

Decision
T/F

Another key integration flow is for a customer integrating with Zendesk. It is a very similar kind of use case, it **completely automates the relationship between any problem detected and the ticket creation**, ensuring reliability.

This process **saves the customer significant time** and **improves data/ information quality**.

"It's a much tighter integration iteration now and is just one person's job.

Keith will work with them to capture their business process, rather than having to keep waiting for me to implement the API level, which speeds things up significantly."product, but I think the support here made us successful in our engagement as well."

Tom Wallace, Lead Developer

Benefits and Results

According to Keith, **they've got the reliability now**. When there was a Slack outage, Cyclr just swallowed it. All of the retry stuff just worked and there were no failures, all the messages got delivered.

It's **not causing some backlog** in our system where we can't do stuff, Cyclr takes care of it so we don't have to worry.

For them, Cyclr is just the right way to go, in terms of a small team.

Fundamentally time saved is the benefit, and then in terms of money we would have to have more developers if we didn't have Cyclr.

The benefit is **time saved and reliability**.

"The support is very good, very responsive, and issues get fixed within 24 hours if there are any bugs, maybe a few days if a whole new function is added.

The support works perfectly."

Keith Reed, COO

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

No. 1 Croydon, Office 6-11, Sussex Innovation Centre, 12-16 Addiscombe Rd, Croydon CR0 0XT

+44 (0) 330 010 2525 - info@cyclr.com