

## Get Wonky Streamlines it's Business Development Pipeline with the Datalyse CRM



### The Need

- Organisation of extensive contact list
- Increase efficiency of sales agents
- Synchronicity between sales agents
- Agent Accountability

### The Outcome

- Advanced pipeline forecasting
- 100% increase in monthly sales
- Automated Customer Responses

### Company Background

Wonky Drinks Ltd, founded in October 2016 is an ethical fruit juice company on a mission to reduce food waste by creating tasty, natural drinks from fruit that would otherwise be wasted. Since their conception, they have been nominated for a variety of Awards including the famous Natwest Great British Entrepreneur Awards, and have gained backing from the Welsh Government & partners, which has allowed them to be distributed to a variety of vendors nationwide. The company is forecast to generate sales of over £350k in 2018, with their growth horizons continually expanding.

### The Challenge

At the most basic level, Get Wonky needed an efficient way of organising their growing list of contacts. allowing them to improve efficiency and

gain clarity on their sales pipeline, and how they were going to generate further sales leads going in to the future. They needed this to be synchronised between all sales agents, which were ever growing as the company has grown.

### **The Datalyse Solution**

During their search for the perfect CRM solution, Get Wonky found that there were very few options that catered to the needs of a growing SME. Most other solutions were either completely out of their budget, or offered a basic package at a cheaper price but without the advanced features they needed.

The Datalyse Starter package offered Get Wonky the perfect way to kick-start their Customer Relationship Management. Our intelligent pipeline visualisation allowed for Get Wonky to effectively manage sales leads at all stages of the process. We were also able to offer multi-agent support, meaning that their team could work on the same leads across the organisation, providing one central database for their extensive list of contacts.

As a result, Get Wonky have been able to achieve 100% monthly sales growth, allowing them to effectively manage their relationships with downstream distributors and B2B contacts.

Moving forward, Get Wonky is excited to continue to use the Datalyse

*“Datalyse helped us to optimize the time that we were spending on each lead.. thanks to that, we were able to grow our sales by 100% each month...”*

- **Maciek Kacprzyk**, Co-Founder, Wonky Drinks Ltd