



# BlueGrace Logistics



## Customer

BlueGrace Logistics is a third-party logistics provider of freight shipping services. In 2012, BlueGrace Logistics ranked as the #1 fastest growing company in the Transportation and Logistics Industry and the 20th fastest growing private company in the nation on the 2012 Inc. 500 List.

### Industry:

Retail, Transportation & Logistics



## Challenge

BlueGrace Logistics faced obstacles that came with rapid growth. For example, their sales streams had workflows and processes for tracking customers that didn't communicate with one another. There was also no comprehensive reporting for its sales pipeline. As a result, BlueGrace needed to shift to a new technology platform that would support its sales and service needs.

### Technologies:



## Solution

BlueGrace Logistics partnered with Eagle Creek to implement a CRM solution that utilized Salesforce Sales Cloud and Service Cloud. Eagle Creek also integrated Hubspot, ZoomInfo, Outreach, Gong, and BlueShip tools for BlueGrace. This allowed BlueGrace to transition from disconnected legacy systems to a uniform platform that will scale as its business grows and evolves. BlueGrace can now respond to its client's needs in a more streamlined and quicker turnaround time. Their sales workflows are in one place and can efficiently hand off sales opportunities. In addition, all its managers and upper management have on-demand reporting capabilities.

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

Contact our sales team at <https://www.eaglecrk.com/contact-us>