



CUSTOMER CASE STUDY

# Clarity Consultants Utilizes Sugar Market to Track Revenue and Improve Sales and Marketing Processes



Clarity Consultants is a specialized staffing and consulting firm that helps organizations successfully develop and deploy business-critical training programs through the placement of project-based learning and development consultants. Clarity was originally founded in 1992 as Pacific Netsoft, Inc., but after years of technology-specific clients asking for technical writers to develop training for their products, the company shifted focus and names. Today, they are a top staffing firm with impressive recognition, such as Top Training Outsourcing Company by Training Industry, Inc. in 2017 and 2018 as well as Best of Staffing Talent Satisfaction by ClearlyRated in 2019.

**Industry** ///

Recruiting and Staffing

**Location** ///

Campbell, CA

**Website** ///

[www.clarityconsultants.com](http://www.clarityconsultants.com)

## Goals

The company was searching for a reliable solution that would provide robust tracking and reporting, cut painstaking processes and help them remain top of mind with their existing database of clients to successfully reallocate budget and resources for a more data-driven sales and marketing process. As a Bullhorn CRM customer of over a decade, Serafim Mendonca, an Executive with vast experience across marketing, business technology and operational efficiencies, knew that finding a marketing automation platform with a robust integration with Bullhorn was essential. "We were at a place that we were not going to take on a new MAP if it required a 3rd party integration. We had tried custom 3rd party integrators, Zapier, etc. and the results were not what we wanted. The expected outcome in acquiring any new marketing automation platform was that the vendor would provide and manage a robust integration with Bullhorn. We've been with Bullhorn for nearly 14 years and had no intention of changing that part of the equation. The integration between Hubspot and Bullhorn wasn't complete or stable enough to be useful and it wasn't created or managed by Hubspot," stated Mendonca.

## Results

Clarity uses Sugar Market to accomplish their goals: landing pages with contact forms to capture website visitor data, one-off email and powerful email nurtures to stay top-of-mind with clients, contact and account-based scoring, and tracking for better visibility into the buyer's journey. The company has significantly increased the amount of automated email marketing tasks, allowing Sales to reallocate their time on higher-value tasks. With Advanced Analytics BI-grade reporting, they gain visibility into what is working and what isn't so they can address weaknesses in their content and programs. With the robust, native integration between Sugar Market and Bullhorn, the platforms synchrony easily align Sales and Marketing and cut the need to manage two contact databases.

**"It's important to portray yourself as a thought leader in the talent specialty or various talent specialties you provide. I think the staffing industry has been slower than others to adopt marketing technologies because it is such a simple business in many ways. Industry reports indicate that mindset is changing at an increasing rate and tools like Sugar Market will be utilized by more and more firms both big and small."**

– SERAFIM M.

Sr. VP, Corporate Development,  
Clarity Consultants

**"If you are a staffing firm that's been on the Bullhorn platform for a while like us and are serious about content marketing, Sugar Market could be a game changer."**

– SERAFIM M.

Sr. VP, Corporate Development,  
Clarity Consultants

## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit [www.sugarcrm.com](http://www.sugarcrm.com) or follow [@SugarCRM](https://twitter.com/SugarCRM).