# extendsync

# Hydro-Chem Systems Inc.
# Saves Over 20 Hours a Week with
# ExtendSync Google Workspace
# for NetSuite

**Customer**
Hydro-Chem Systems Inc.

**Products**
ExtendSync for Google Workspace
CRM: NetSuite

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> Without a doubt, the implementation of ExtendSync was very easy and caused absolutely no disruption to production. I'm considering other ways to use technology and automation to master our customer journey because innovation is at the core of who we are as a company.
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> David Presley
> President
> Hydro-Chem Systems Inc.

## About

Employee-owned, Hydro-Chem Systems began in 1971 as a "one man, one machine" operation with the philosophy of providing low-cost, quality service to all of its customers. As the company grew, it became a commercial truck wash business with customers coming to have their vehicles and heavy equipment cleaned. To accomplish this it became known as Hydro-Chem Truck Wash. As the business expanded, customers began to express an interest in purchasing the cleaning supplies and washing equipment to wash and maintain their fleets when access to the truck wash was not readily available. To meet this demand, Hydro-Chem Systems, Inc. was formed.

## Background

Hydro-Chem Systems, Inc. didn't use any app prior to implementing ExtendSync. The sales team would simply be asked to copy/paste all customer email communications within the native NetSuite environment. All customer-facing teams relied on the sales team to copy/paste all relevant written email communication to NetSuite records manually and with minimal insight. Hydro-Chem Systems, Inc. has been so successful because they are agile and they approach everything in the most efficient and technologically-advanced way possible.

## The Challenges

Different customer-facing departments were finding that all written communication records weren't being attached to NetSuite files, or some (not all) of the emails would get attached to the NetSuite records. Finding a non-

Hydro-Chem Systems, Inc.
Employee Owned

disruptive solution was something that the executive team took on, and they wanted a solution that would help the sales team, not hinder them. But the service team, customer service team, and other important customer-facing teams needed to have access to relevant email attachments and communications for an improved customer experience. Creating a culture that is not siloed is extremely important to Hydro-Chem Systems, Inc.

## The Solution

With one click, all customer-facing departments can easily attach written correspondence to NetSuite records using ExtendSync, CloudExtend's top-rated email integration app. When Autopilot functionality is selected, even while the customer-facing teams are sleeping, important email correspondence is getting attached to relevant NetSuite records. With little to no training, all customer-facing teams were empowered in dealing with customers because they had all important and relevant email correspondence in NetSuite records. The sales team was able to spend time creating more opportunities for the company, and the service team.

## Bottom Line

ExtendSync increases efficiency by reducing the manual effort required to keep both systems in sync. Hydro-Chem Systems, Inc. stayed true to a few of their core values: wowing their customers with each experience, and doing more in less time. With innovation and technology, not only can NetSuite users save time with ExtendSync, but it's possible to create a wow-worthy consistent customer experience most of the time.

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> Within the last 60 days or so, we've added Autopilot which is a 150% improvement. We love theautomatic functionality. Everything is just always there in the record for all customer-facing departments which improves our overall customer experience. "
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> David Presley
> President
> Hydro-Chem Systems Inc.

## Contact Us
3 Lagoon Drive, Suite 130
Redwood City, CA 94065 USA
Email: cloudextend-sales@celigo.com

cloudextend.io

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