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## IT firm finds website form automation through ConnectWise WordPress Plugin

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### ABOUT ENTERHOST

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Founded in 2000, Enterhost is a Texas-based IT firm started by Kevin Valadez and Ben Tiblets. Enterhost is a leading provider of cloud-based IT business solutions. Enterhost specializes in helping businesses with Windows applications for office phone and business email, as well as cloud storage, backup, managed hosting, disaster recovery, virtualization and colocation.

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### THEIR EXPERIENCE BEFORE USING BNG DESIGN'S CONNECTWISE WORDPRESS PLUGIN

Enterhost isn't unlike many IT firms. The daily routine at Enterhost is typically spent on things like client requests, managing service tickets, sales and technical support.

Then there's marketing. A critical component to help the company attract new buyers, convert web visitors, and delight existing clients. One pain point to these existing marketing efforts was the lack of integration and data collaboration between their WordPress website and their PSA software, ConnectWise. The goal at Enterhost is to use a website platform that is both scalable and flexible for their growing IT business, as well as leverage the ability to sync information between forms on their website to their CRM, in ConnectWise.

Prior to the use of BNG Design's ConnectWise WordPress Plugin, this streamlined process was simply a pipedream. Enterhost's Director of Communication and Sales, Lauren Cockerell, spent countless hours on data entry tasks when contact forms were submitted on their website. "We wanted to better connect and communicate data within ConnectWise, and prior to BNG's plugin, that wasn't possible," said Lauren Cockerell, Director of Communication and Sales. "We also wanted to build our own WordPress to ConnectWise plugin, but found it challenging because we didn't have experience in developing plugins that worked with Gravity Forms, WordPress, and ConnectWise. One reason BNG Design's plugin works so well for us is because BNG chose to integrate it into our existing form plugin, Gravity Forms."

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## THEIR EXPERIENCE USING BNG DESIGN'S CONNECTWISE WP PLUGIN

With the BNG Design WordPress ConnectWise Plugin, Enterhost benefits from the following:

- Enterhost can now get all their lead generation and quote request forms to populate into ConnectWise, saving them countless hours of time.
- When a form is filled out online, it automatically creates a company, contact, opportunity, activity, and ticket inside of ConnectWise for easy tracking.

"We love the integration between WordPress and ConnectWise, that BNG created. We tried other plugin's from other vendors and they just didn't work. It was a band-aid approach, and didn't allow us to scale as we made decisions around marketing. This one plugin allows us to service our prospects and customers much faster, while seeing better data inside of ConnectWise."

"Our team takes pride in proving an ROI through our marketing efforts, SEO efforts, and email marketing campaigns, with things like leads and website data. We're now able to accomplish this through customer info we receive through Gravity Forms because of the plugin."

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## WHY THEY WOULD RECOMMEND BNG DESIGN'S CONNECTWISE WORDPRESS INTEGRATION

"We'd highly recommend the WordPress ConnectWise Plugin from BNG Design because of how it will help your IT business better respond to your customers and get them the help they need," said Cockerell.

"Because of how the integration communicates, it will help your marketing team make good decisions, eliminate time spent on manual data entry, while giving you the ability to study customer data that's sync'd, along with updates and workflows inside of ConnectWise."



"The BNG Design WordPress ConnectWise Plugin is great because it helps ensure that data and customer requests don't fall through the cracks."

– **Lauren Cockerell, Director of Communication and Sales**