

CASE STUDY

From Complexity to Clarity:

ACE's Journey from HubSpot to Cinch



OVERVIEW

ACE is a well-known Jiffy Lube franchise with 66 stores, celebrated within Jiffy Lube International for its innovative approach and forward-thinking initiatives. As a mid-to-large size franchise, ACE is always on the lookout for ways to enhance its operations and engage better with customers.

*“HubSpot was complicated, code heavy, and we needed a specialist to get anything done. Cinch distills all that into a **drag-and-drop platform** that pretty much anyone can use.”*



The heavily customized CRM became cumbersome to manage, requiring specialized knowledge to make even minor adjustments.

CHALLENGE

ACE initially used HubSpot as their CRM, customizing it over four years with several developers adding custom code. While it worked, the system slowly turned into a tangled mess of code that was hard to enhance and manage. This complexity made even minor adjustments a headache, prompting ACE's Marketing Director Mathew Andrews to look for a more user-friendly and efficient solution.

SOLUTION

Things took a turn when Justin Rae, CEO of Cinch, introduced the platform to ACE. Recognizing its potential, ACE decided to switch, seeing a solution that offered more control and could be managed in-house without needing external developers.

*“We wanted a **turnkey platform** where we could create journeys with sensible, clear fields and if-then statements. Cinch delivered on the expectations, for sure. We’ve loved the ease of building out journeys.”*

Native Functionality and Ease of Use

Switching to Cinch gave ACE a user-friendly platform with native functionalities, allowing them to manage everything in-house without needing specialized coding knowledge.

Building out customer journeys is now a breeze, boosting both efficiency and creativity.

Dynamic Fields and Calculators

Cinch’s dynamic fields and built-in calculators have transformed how ACE sends reminders. Instead of guessing when a customer needs their next oil change, Cinch calculates the oil drain interval, allowing them to send reminders at just the right time.

Improved Data Hygiene

Cinch has significantly cleaned up ACE’s data. The platform offers visibility into duplication issues, helping ACE identify and correct erroneous entries like dummy addresses used during transactions.

Enhanced Communication Channels

ACE launched successful text programs integrated with their email journeys. This has been especially effective in addressing missed phone calls at their stores. Now, customers receive a welcome message with an invitation to text for coupons, leading to better engagement and transparency. Plus, Cinch’s tracking shows exactly how many customers visit the stores because of these coupon texts.

CINCH FEATURES IN ACTION

Journey Builder

Choose from Cinch’s library of pre-built, plug-and-play marketing journeys you can deploy instantly. Or build custom journeys that help you automate every element of your marketing strategy.

Calculators

With Cinch, customer communication arrives just in time to drive customer behavior and boost revenue with the Repeat



Cinch’s Repeat Oil Change Calculator tracks vehicles’ oil drain interval and automatically sends oil change reminders to customers.

Transaction Calculator. Drive seamless repeat transactions and customer loyalty.

Omnichannel Campaigns

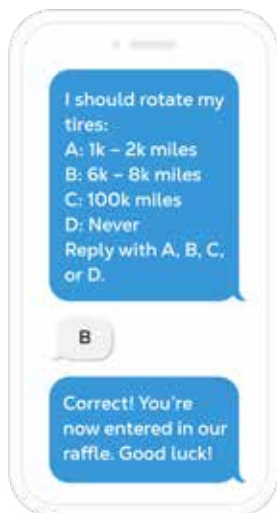
Engage customers with personalized messages sent at the right time through the right channel, automatically. Communication is automatically personalized with dynamic customer data.



RESULTS

Since switching to Cinch, ACE has seen a big improvement in operational efficiency and customer engagement. The platform's simplicity and robust features have allowed ACE to manage their customer database and marketing automation internally with ease. Communication channels have also become much more effective.

ACE rates Cinch's ease of use at three or four out of ten, emphasizing its accessibility and the value of its tutorials and explanatory pop-ups.



\$120,000

By integrating dynamic content and triggers directly within Cinch, ACE saved \$120,000 annually, previously spent on a third-party program.

CONCLUSION

ACE highly recommends Cinch to other businesses, especially those struggling with complex, code-heavy CRMs like HubSpot. Cinch's drag-and-drop interface, native functionalities, and comprehensive support make it an ideal choice for companies looking to streamline their CRM processes and boost customer engagement.

By transitioning to Cinch, ACE has gained greater control over their CRM, improved their customer communication strategies, and enhanced data management, all contributing to their continued success as a leading Jiffy Lube franchise.



The ACE Jiffy Lube marketing team accepts the 2023 Jiffy Lube International Award for Marketing Excellence.