



LEBRUIN

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Thanks to their innovative approach and attention to detail, HG Technology has transformed the way we manage our clients. The customised CRM system is not only time-saving, it also improves the success rate of our customer interactions.

Fiona Conville
Chief Operating Officer
LeBruin

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LeBruin is an independent Irish company specialising in corporate finance and debt advisory services. The business is split into three distinct business units targeting specific debt finance levels. Each business has its own client base and potential market and requires a system to maintain contact and relationship information.

HG Technology worked with LeBruin to define the exact requirements and specific issues related to loan management and client contacts. This resulted in a modified and specific design of the CRM system to meet the needs of LeBruin. Weekly reporting is a key aspect of the system, providing a dynamic prompt to rekindle contact with previous clients, helping to improve satisfaction and increase turnover.

The customised application helped LeBruin create a more personalised experience for their customers, and featured AI-driven flows to make every interaction faster and more efficient. This new system has supported the business and aided in both client retention and lead generation, and thus produced a lasting impact on overall performance and growth.