

HG TECHNOLOGY LEBRUIN

1. The Challenge

LeBruin, an independent Irish company specialising in corporate finance and debt advisory services, manages three distinct business units, each with its own client base and market focus. Maintaining accurate client information and managing loan processes across these units posed a challenge. The company required a system to streamline client relationship management and improve customer engagement.

2. The Approach

HG Technology partnered with LeBruin to identify their specific needs and challenges. A customised CRM system was developed to address loan management and client contact requirements. The solution included AI-driven workflows to streamline processes and a dynamic weekly reporting feature to prompt follow-ups with previous clients, enhancing client satisfaction and turnover.

4. The Feedback

"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

3. The Outcome

The tailored CRM system transformed LeBruin's client management process. It saved time, improved the efficiency of interactions, and enhanced client retention and lead generation. By creating a more personalised and efficient experience, the system contributed to the company's overall growth and performance.