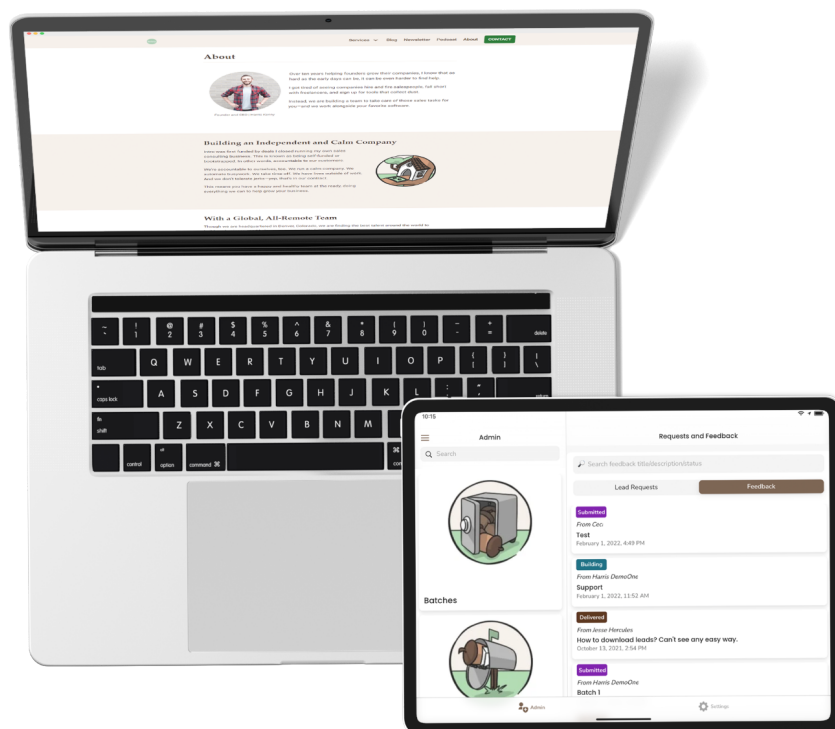


IntroCRM x LowCode Agency Case Study

Sales agency [IntroCRM](#) needed a better way to provide leads to their clients than sharing a Google Sheet per client, but they couldn't seem to find the right tools in the market. After trying to build something themselves and trying out multiple off-the-shelf solutions, founder Harris Kenny turned to us to help build the tools that would aid in fulfilling IntroCRM's purpose: to **streamline sales actions and tasks all the way down the pipeline**. Spoiler alert: we made the product and it was exactly what Harris was hoping for. Let's take a dive into IntroCRM's set of issues, and how we came up with truly efficient solutions.

[IntroCRM](#) founder and CEO Harris Kenny has been working in sales and marketing for the past 10 years. In one of our [podcast episodes](#), he told us about how he has had some time to think about what makes good CRM (Customer Relationship Management) software. At first, the answer wasn't clear. What he could say for certain though is that the solutions out there were too complicated and weren't hitting the most important points: being able to seamlessly follow client deals and relationships.



IntroCRM - taking care of the crucial sales tasks

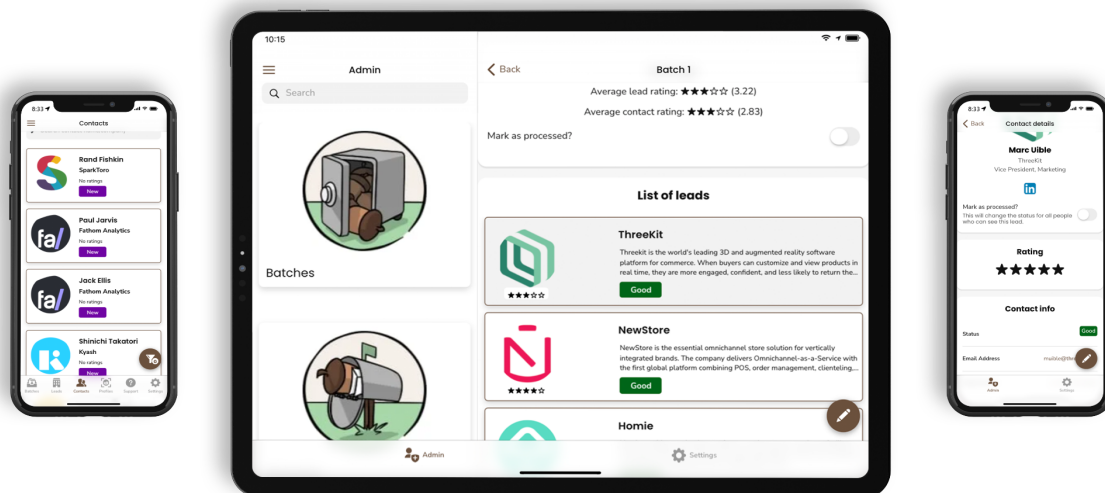
From a product to service - shifting the perspective of CRM

At first, IntroCRM founder Harris Kenny tried to create his own CRM using low/no code software [Bubble](#). Bubble is a code similar to [Glide](#) (our personal favorite), which most users find pretty robust and difficult to use, including Harris. When at last he managed to get a hang of the interface, he realized that what he had created was unattractive, which developed the need for a designer who would be able to make his product more aesthetically pleasing. He then realized that he needed to be able to integrate his product with common tools like [Asana](#) and [Trello](#) for it to be efficient. It was a huge task - making a simpler CRM that would still hit all the functions it needed to. Something unlike Hubspot, that's huge and hostile, but with enough power to run the show.

Clients didn't use the CRM that Harris built. He had spent time building something that his clients were never going to use in the first place. He then got the brilliant idea of stripping things back, letting it all go down to a basic shared Google Sheet between himself, his team, and their clients. The solution worked, but **it was rather inconvenient to maintain: having to manually update a Google Sheet to trigger any change**. It was also impossible to know when the client logged into the sheet to add comments - overall, **Harris was not going to be able to scale using this model**.

LowCode Agency: helping IntroCRM with tailored tools

Nowadays, IntroCRM gets extremely positive feedback on the daily by taking work off businesses' plates and providing impressive time to value. They work on a people-driven effort to help businesses smash their sales with technology - and that's exactly where we came in. Let's talk about the *lead rater* app that we created for IntroCRM and how it helped grow their business.



From spreadsheets to a powerful app

In the first episode of our [podcast](#), Harris Kenny was telling us about how he used to create spreadsheets to present his clients' data before. He would build a lead list, put the leads into spreadsheets for his clients, get them to review the leads, and assign ratings for each lead. His aim was to allow businesses to target only the high ticket prospects that were truly interested, instead of sending out hundreds of cold emails to uninterested users that would most likely view those communications as spam.

Fast forward to some time later, when Harris realized that the concept was working. Clients were extremely happy with the lead rating system, and they were reaching milestones more efficiently than before. It was time to step up the game. He needed to fix some of the most crucial aspects that would prevent him from scaling his operation a few months down the road. This was mainly:

- Not having any notifications, nor a way of knowing when the client had rated leads.
- Not being scalable because of the fact that there was just one Google Sheet per client, which is very time consuming to edit, and will easily end up being messy.
- Not having any security around the data - Google Sheets are very easy to edit by accident, users could delete things they're not supposed to be deleting. They're definitely not user-friendly for clients to change and edit daily.
- Not having any permissions. Everyone that has access to the Google Sheet is able to see, edit and delete everything on a shared spreadsheet, which is obviously hugely inconvenient when working in an organization that has multi-leveled responsibilities and roles.

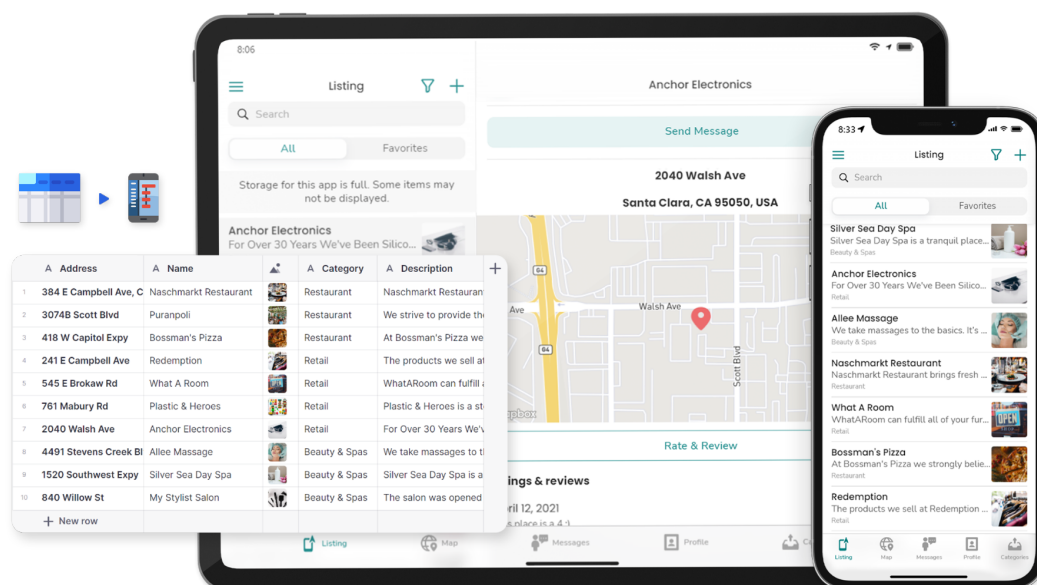
Harris reached out to us here at [LowCode Agency](#) after hearing about us from a friend so that we could help in building his tried and tested *lead rater* app. It was going to be a challenge - he already had a client base that loved his system, so we knew we had to make it special. Spoiler alert: it worked. As soon as we had created a first working version of IntroCRM's app, Harris sent it out to some clients for their opinion, and [even the hardest ones to convince loved it](#). They immediately wanted their leads to be tracked through the app.

We know that low code/no code apps have the power of providing a hugely better experience for clients by transforming spreadsheet data into the look and feel of an app. Our priority has always been to find the best solution for our clients, so Harris' lead tracker was a thrilling challenge for us! We love opportunities to streamline processes and offer our clients' clients a smoother ride.

Many more features than a simple spreadsheet

Not only were we able to enhance IntroCRM's customer experience by creating a tailored app for Harris' lead rater app, but we were also able to introduce new features to the concept. The app we provided Harris now had the ability to filter. Clients wanted to know what the new leads were at a glance, and how much was left for them to rate. We thought it was important for them to have a sense of satisfaction when they had finished going through the list and rating each lead - something to look forward to, so it didn't feel like an endless task, like scrolling down a monotonous and dull spreadsheet.

Rating leads would no longer be a fastidious and strenuous assignment for IntroCRM's clients: now they just had to click once to rate a lead. The whole experience had improved. Clients now also had the opportunity to post a message to a board on each particular batch of leads, communicating any comments, observations, or concerns to the IntroCRM team. IntroCRM is a human-led business, so it was only fitting that we integrate the ability to communicate throughout the app. **The data remains the same, it's just so much easier for the client to go through information and process it, in far less time.**



LowCode Agency: helping you reach business automation

To us here at LowCode Agency, just like any type of innovation, business automation is not linear - it's not an end goal. It's a long process that should adapt to your needs and circumstances as a business, not the other way around. **We believe that the only way to truly reach business automation is to find the best possible tools and solutions, tailored to your objectives, and made specially for you.**

Harris Kenny, founder of IntroCRM, is only halfway down the road of business automation - he aims to automate many more processes down the line. It's all a question of doing things the right way and in the right time frame. He plans to rely on low code and no code tools like [Glide](#) and [Integromat](#) to fulfill his automation needs like:

- Embedding aesthetically pleasing forms in his apps for client onboarding
- Managing support load
- Improving internal interaction
- Even better customer experience

By thoroughly wireframing our clients' ideas and processes, mapping everything, every step of the way, assessing how we can streamline operations and provide a smoother experience for both our clients and their clients, we bring businesses one step closer to automation. Every optimized process, every personalized app, every tailored solution is paving the way.

For IntroCRM, our process looked something like this:

1. Wireframing and mapping out ideas
2. Finding out how we can streamline operations
3. Build an app
4. Connect the app to the software used across the business (integrations)
5. Create the ability to send slack notifications to the account managers when clients rate leads
6. Allow the creation of support tickets when clients rate leads under 3 out of 5 stars and generate emails when clients have specific requests

Harris was so happy with his app that he reached back out to us a few weeks later to streamline yet another process for his business. He is now able to onboard more clients, provide a seamless experience, and make more sales without the need to hire more people. Clients are happier because it's so much easier for them to deal with their leads. It's equally effortless for account managers to keep track of their clients, and their clients - it's a win-win, all the way down the pipeline.

Automate your business with LowCode Agency

Book your [very own discovery call with us](#) today to start saving time and making more sales. We're experts in the creation of low code and no code apps - we've actually built over 235 apps, which is more than most developers in their lifetime, so we know how to translate a money-making idea into a beautiful and powerful app. **We can help you reach business automation and optimize all your processes, in an efficient and effective way.**

Frequently asked questions

Why should we work with LowCode Agency?

We have a lot of experience building apps and automating processes. We are VERY good at understanding your idea and converting that into software. And we have THE BEST process in order to achieve that.

What types of apps have you built?

Since we have built so many apps for so many different use cases and industry, we can say we have built every app concept. Of course, your personal spin, market or idea will make it unique. Some industries where we've done a lot of work are healthcare, finance, tech startups, legal and marketplaces.

How much am I going to spend with LowCode Agency?

Depends on what you need, and the tools that we have to use to achieve that goal. Development starts at 7k, and you get a fully working app that looks great, works great, and is easy to use.

How much time does it take for you to build an app?

Depends on the tools that we use to build your app. When using Glideapps, we're looking at 3-5 weeks. Other solutions might take a few weeks more. We have a unique process that makes it really fast and easy to [develop your idea into an app](#).

Let's talk!

We're the experts in low code and no code apps who can help you create your app today.

Automation, powerful time and resource saving, and innovation are just one click away.

Schedule a call today