



**BENCHMARKONE (FORMERLY
HATCHBUCK)**

EXTENDED PROFILE



OVERVIEW

BenchmarkONE (Formerly Hatchbuck) is a CRM with a fully-integrated marketing solution designed for SMBs. The fact that it is not 'patched together' avoids the common problem of incompatibility when IT infrastructures are modular and built incrementally. BenchmarkONE (Formerly Hatchbuck) aims to prevent all the compatibility problems between CRM and marketing software by delivering it all in a single package.

As a small business CRM, BenchmarkONE (Formerly Hatchbuck) allows users to grow their customer base through small DIY systems that manage the sales funnel with you. It helps manage marketing campaigns via email, giving you a complete story of your contacts and providing useful templates for contacting them. One of the most attractive features of the software is the marketing automation it offers, with easy to set up intelligent actions and notifications that keep your marketing and sales on track.

Other major features include the ability to manage contacts, automate follow-up through drip campaigns and autoresponders and track success through the analytics dashboard, which provides insights into sales and marketing data. As a cloud solution, BenchmarkONE (Formerly Hatchbuck) can be accessed through any device with internet compatibility.

There are several packages you can choose including small biz; team; professional and enterprise. The cost varies depending on the number of users, contacts, and emails. All packages come with a Quickstart Package, which includes: a marketing strategy overview, one hour of training from a dedicated consultant, a branded newsletter template, and one pre-built email campaign. This can be upgraded to Quickstart Pro

FEATURE OVERVIEW

for a small cost and you receive three hours of training and three pre-build email campaigns, as well as a customized sales and marketing process mapping.



SOFTWARE SPECIFICATION

OVERVIEW	
PRODUCT NAME	BenchmarkONE (Formerly Hatchbuck)
SOFTWARE FEATURES	
API ACCESS	✗
CADENCE	✓
CONTACT MANAGEMENT	✓
CONTRACT MANAGEMENT	✗
DATABASE MANAGEMENT	✗
FUNNEL REPORTING	✗
INTEGRATIONS	✗
PARTNER TRACKING	✗
	✓

PERFORMANCE REPORTING	
PIPELINE MANAGEMENT	✓
PRODUCT & PRICE CONTROL	✗
SALES GAMIFICATION	✗
QUOTATION HANDLING	✗
TASK ASSIGNMENT	✗
TERRITORY/QUOTA MANAGEMENT	✗
SUPPLEMENTARY FEATURES	
CPQ	✗
CUSTOMER SERVICE AUTOMATION	✗
MARKETING AUTOMATION	✓
SOCIAL RELATIONSHIP MANAGEMENT	✗
CUSTOMER SIZE	
SMALL (1-50 USERS)	✓
MEDIUM (51-200 USERS)	✗
ENTERPRISE (201+ USERS)	✗
OTHER FEATURES	
MULTIPLE LOCATIONS	✓
MULTIPLE CURRENCY	✗
CUSTOMIZABLE	✓

HOSTING METHOD	
CLOUD	✓
ON-PREMISE	✗
FURTHER INFORMATION	
PRICING	Starting at \$99/month. 2 Users, 1500 Contacts
IMPLEMENTATION TIMEFRAME	1-48 hours



SOFTWARE SCREENSHOTS

HATCHBUCK Dashboard Contacts Deals **Tasks** Tools Reports

Tasks (32) 1 SELECTED ACTIONS TASK TYPES + NEW TASK

FILTER BY: All All Types All Contact Statuses Active Tasks Assigned to All Users

<input type="checkbox"/>	DATE DATE ▼	TYPES	TASK	STATUS	RELATED TO	ASSIGNED TO	
<input type="checkbox"/>	Mar 28, 2017 10:03 AM	Call	call nicci	<input type="radio"/>	Nicci Troiani, Hatchback	Nicci Troiani	
<input type="checkbox"/>	Mar 28, 2017 07:39 AM	Call	Call Debra Murray at and welcome them to the gym!	<input type="radio"/>	Debra Murray	Lindsay Stroud	
<input type="checkbox"/>	Mar 28, 2017 07:39 AM	Call	Call Satya Nandiyala at and welcome them to the gym!	<input type="radio"/>	Satya Nandiyala	Lindsay Stroud	
<input checked="" type="checkbox"/>	Mar 28, 2017 07:39 AM	Call	Call Roman Portnoi at and welcome them to the gym!	<input type="radio"/>	Roman Portnoi	Lindsay Stroud	
<input type="checkbox"/>	Mar 28, 2017 07:39 AM	Call	Call Jennifer Star at and welcome them to the gym!	<input type="radio"/>	Jennifer Star	Lindsay Stroud	
<input type="checkbox"/>	Mar 28, 2017 07:39 AM	Call	Call Sonia Page at and welcome them to the gym!	<input type="radio"/>	Sonia Page	Lindsay Stroud	
<input type="checkbox"/>	Mar 28, 2017 07:39 AM	Call	Call Lori Seave at and welcome them to the gym!	<input type="radio"/>	Lori Seave	Lindsay Stroud	
<input type="checkbox"/>	Mar 28, 2017 07:39 AM	Call	Call Erin Poway at 514-205-0399 and welcome them to the gym!	<input type="radio"/>	Erin Poway	Lindsay Stroud	
<input type="checkbox"/>	Mar 28, 2017 07:39 AM	Call	Call Nicci Troiani at 514-535-5555 and welcome them to the gym!	<input type="radio"/>	Nicci Troiani	Lindsay Stroud	

<input type="checkbox"/>	Mar 20, 2017 07:39 AM	Call	Call Ron Weasley at 2588167125 and welcome them to the gym!	<input type="radio"/>	Ron Weasley	Lindsay Stroud	
<input type="checkbox"/>	Mar 20, 2017 07:39 AM	Call	Call Ruthie Vincill at and welcome them to the gym!	<input type="radio"/>	Ruthie Vincill	Lindsay Stroud	
<input type="checkbox"/>	Mar 24, 2017 10:44 AM	Call	Call Patrick Dorsey to follow-up on Life Wellness Gym Membership	<input type="radio"/>	Patrick Dorsey	Lindsay Stroud	

Show 25 entries 1 2 NEXT >

Far Create Email Template

My Email Templates

Select a Pre-designed Email Template

Pre-designed Templates

- Account Management
- Benefits and Services
- Marketing
- Invitation
- Newsletter
- Promotional
- Sales and Offers
- Thank You
- Onboarding

Start from Scratch

Saved Drafts

A Special Customer Offer

PREVIEW

A Webinar You Can't Miss

PREVIEW

Activate Your New Account

PREVIEW

Book Your Hotel Now

PREVIEW

Change Your Life

PREVIEW

Company News

Cool Weather Hot Deals

Delicious Savings

Discover Our Services

Don't Miss This Conference

HATCHBUCK Dashboard Contacts Deals Tools Reports

Contacts

Activity Feed

ALL ACTIVITY | ALL CONTACTS | ADD TIME

Activity Feed

Activity	Notes	Tasks	Deals	Campaigns	Events	Purchases
Added Parking job						2:46 PM
Scheduled the email re: 5 Benefits of a Personal Trainer to be sent in the future						8:02 AM
Scheduled the email re: Aaron to be sent in the future						7:49 AM
Scheduled the email re: 5 Benefits of a Personal Trainer to be sent in the future						12:22 PM

Other Contact Information

- Alphasense Inc
- Central Standard Time

Tools

- Personal Training (OK)

Details

Info Pop Lindsay Stroud

Last Contact 11/17/2016 10:39:26 AM

HATCHBUCK Dashboard Contacts Deals Tools Reports

Campaigns

Opportunity Nurture

10 STARTED 10 IN PROGRESS 0 COMPLETED

Campaign

DAY 1

- Update the Contact Record
- Send Follow-Up (Don't Miss This)

DAY 5

- Create a New Task for Contact (1, 5, 6, 7, 8)
- Send Follow-Up (Left voicemail)

DAY 10

- Create a New Task for Contact's Sales Rep
- Send Follow-Up (Call answered)

DAY 20

- Send Follow-Up (Next Step)

Campaign Info

Name Opportunity Nurture

Description Follow-up on new leads from 5-8 Day Campaign

Type Nurture

Status In Progress

Created on 3/20/2017 11:45:46 AM