



Web Forms Ease Paperwork Burden for Small Businesses - Grappone

About the business

The Grappone Auto Group is an all-in-one auto dealership that offers for sale new and used vehicles and auto parts in New Hampshire, U.S. With over 88 years experience in the market, the Grappone team manage to deliver value-added services, whether clients need new cars, auto parts or services. The car dealership website provide users a full range of services designed to make the purchase process more comfortable. The portal is also used to bridge a better collaboration with existing suppliers and vendors.

Issue

Before 123ContactForm, the team was using paperwork for marketing, statistics and administrative purposes. Inherent time burden and productivity gaps made them consider using an automated tool to simplify the overall process. They started to search for an online alternative that gives them the ability to easily build professional-looking forms with a well-rounded mix of charts & graphs for analyzing the gathered data. They evaluated several solutions but all of them failed to offer the flexibility of real-time updating within their web forms.

123ContactForm solution

Using the 123ContactForm online form builder the marketing team of Grappone was able to find a better way to get the statistical work done and make confident business decisions based on them.

The whole process of building web forms was quick to figure out, intuitive and eliminated the need to learn complex technical and design techniques.

Tools used and overall payoff

- Marketing request forms, Recruiting forms, Online surveys
- Statistical survey reports
- Branded forms with custom themes

Online forms created with 123ContactForm helped Grappone's marketing team create customized forms in minutes, decrease staff administrative work, take decisions based on real-time stats, and monitor all these activities through the instant email notification option. They saved significant amounts of time spent with paperwork statistics and managed to be more responsive towards clients without investing in costly IT services.

TESTIMONIAL

"I was convinced to use 123ContactForm because of the ease maintenance and the ability to make changes quickly. Their forms are intuitive and well designed to give your company a professional and polished look at a reasonable price." (James Edge, Digital Marketing Manager of Grappone)

www.grappone.com

Summary

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ISSUE



2

SOLUTION



3

PAYOFF

The Grappone Auto Group needed to generate instant statistics and simplify the administrative process. At the time they were using paperwork statistics, but this solution was time consuming and lowered productivity.

123ContactForm met the needs of Grappone Auto Group across all the fronts they were assessing. They were able to easily build web forms with real-time statistics, considerably faster than managing paperwork.

The new web form solution with statistics reduced the administrative workload, helping them take better business decisions based on instant stats - enabling better collaboration with suppliers and clients.