



All-in-One Marketing, Sales, Support CRM

## How EngageBay Helped



### Drop Six Tools

**and Cut \$800 in Costs (per Month!)**

A+ Test Prep and Tutoring **used EngageBay to replace six different standalone tools** while reducing monthly costs by 8X. EngageBay also helped accelerate the client's business growth by aligning marketing, sales, and customer support.

## Synopsis: About A+ Test Prep and Tutoring

For nearly 30 years and counting, A+ Test Prep and Tutoring has guided thousands of families through college admissions and offered academic tutoring. Located in Jenkintown, Pennsylvania, A+ Tutoring aligns everything they do with their values. They help students who need support academically and guide them to build the skills necessary to succeed both in school and in life.

*“Over the years, our business has grown tremendously as word spread about our excellent professional tutors and the effectiveness of our one-to-one tutoring programs.”*

- Daniel Ascher, M.Ed., President of A+ Tutoring

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Industry type

Academic/Coaching



Users

4 Users



Location

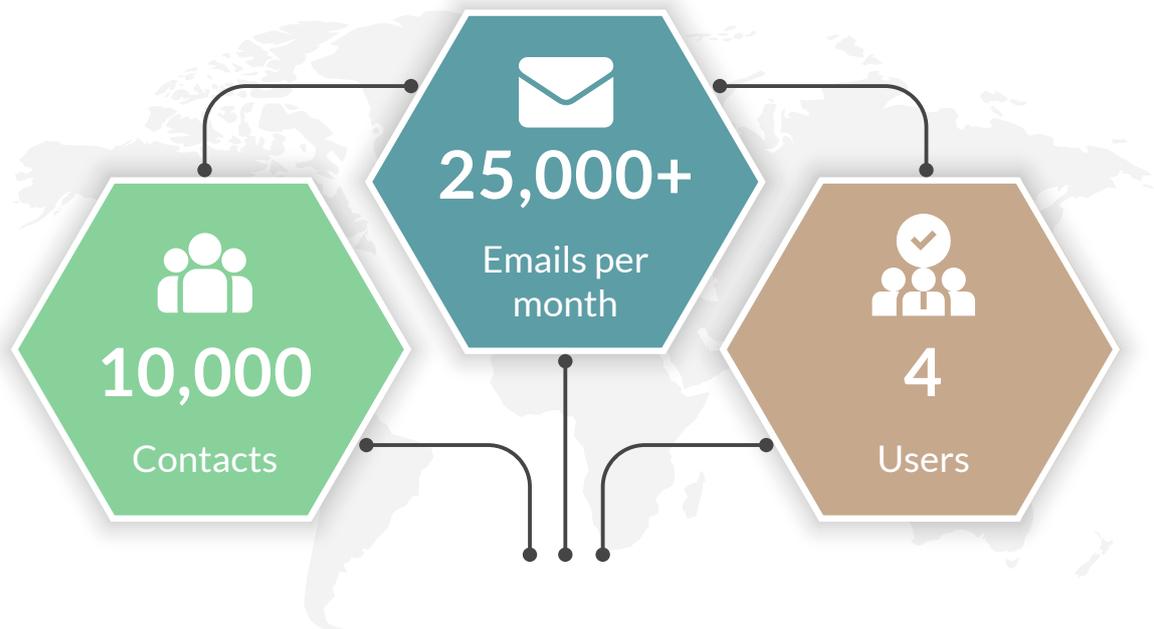
Jenkintown, Pennsylvania



Year established

30 years ago

A decade ago, A+ Tutoring had a smaller customer base and so used spreadsheets to keep track of customers/leads. As their reputation grew, customers came pouring in – so they needed new tools to keep up with the growing demand.



A+ tutoring had around 10,000 contacts and around 25,000 emails sent every month. In a nutshell, they were forced to search for better ways to streamline business operations.

## Backstory: What Tools A+ Tutoring Employed Prior to EngageBay

A+ Tutoring needed tools to automate and improve their processes, and so explored new tools:

**Clickfunnels** - To capture and generate leads

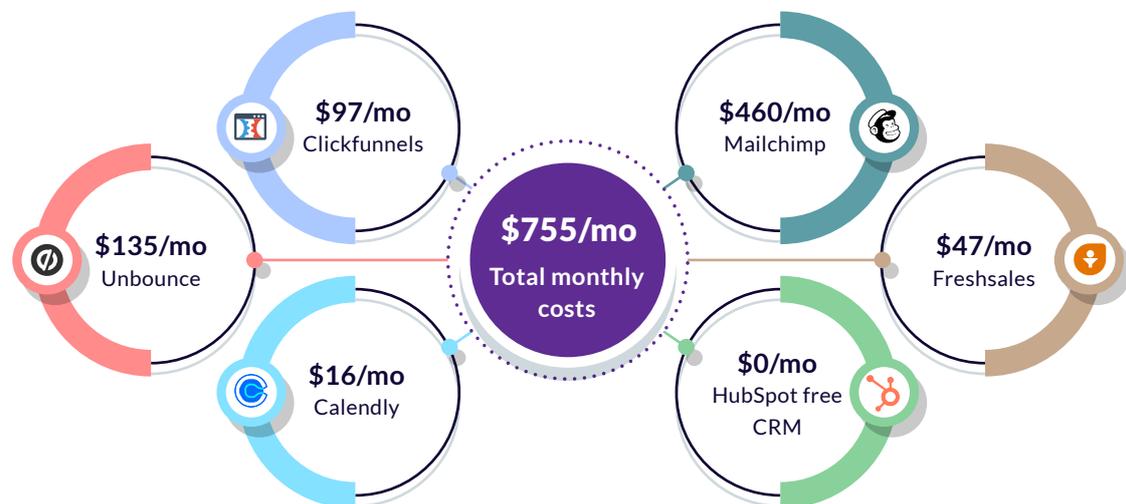
**Unbounce** - To design landing pages and obtain visitor insights

**Calendly** - To streamline appointment scheduling and tracking

**Mailchimp** - To launch marketing campaigns and send out newsletters

**HubSpot Free CRM** - To manage contacts and segment them

**Freshsales** - To manage their sales pipeline



This bunch of tools helped A+ Tutoring, but ...

## Challenge: How Multiple Standalone Tools Created More Problems

For a while, these tools offered solid returns, and their team was happy. But their commitment to offering unwavering support meant they needed to expand their teams and unify their tools.

Here's where A+ Tutoring faced multiple challenges. Onboarding and training staff members for various tools was costly and time-consuming. Multiple platforms also meant having multiple subscriptions, which **racked up the bills and pushed monthly costs to well over a thousand dollars.**

But the biggest challenge came from an astonishing yet foreseeable source: Customer data. A+ Tutoring's customer data was spread thin among so many tools, and the sync was, understandably, not great.

Dan and his team tried stitching all the tools together, but this gave birth to new problems and technical hurdles, forcing them to search for an integrated solution.

*“Helping students ace their SATs and ACTs was our priority, but we couldn't give the attention they deserved with all these issues hanging above our heads. We needed to find a solution quickly and get back to enriching the lives of our students.”*



HubSpot caught their attention; they had already used the free service. But their business needs meant they had to opt for the Enterprise plan – a **bundled plan that costs tens of thousands of \$\$\$ annually.**



Dan was shocked at HubSpot's sheer cost and quickly came to a decision: A+ Tutoring had to find an integrated platform like HubSpot but without the exorbitant pricing.

What did he do? Dan just Googled 'HubSpot Alternatives', and bam!

## **Solution:** How EngageBay's All-in-One Software Eliminated the Need for Multiple Platforms

Dan and his team evaluated dozens of integrated CRM solutions through free or trial plans. After trying more than 25 tools, Dan and his team found the platform they were searching for: **EngageBay**.

*“Searching for a suitable all-in-one solution that fit our budget and requirements was harder than we anticipated. Our team tried multiple solutions, took free trials, and finally landed on EngageBay.”*

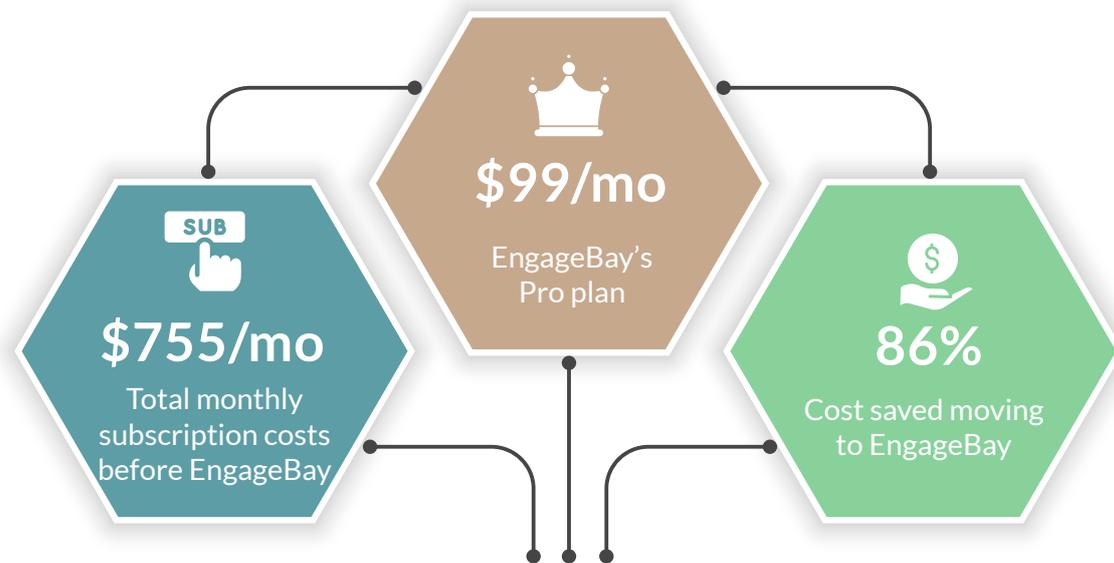
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EngageBay offered a unified all-in-one marketing, sales, and customer support solution that replaced all the standalone tools the coaching business had.

From	To	
 click funnels		<ul style="list-style-type: none"><li>• Lead generation tool</li><li>• Lead capture forms</li></ul>
 unbounce		<ul style="list-style-type: none"><li>• Drag-and-drop landing page builder</li><li>• Webpage traffic analytics</li></ul>
 Calendly		<ul style="list-style-type: none"><li>• Appointment scheduler</li><li>• 2-way email sync</li></ul>
 mailchimp		<ul style="list-style-type: none"><li>• Omnichannel marketing</li><li>• Multistep workflow automation</li></ul>
 Freshsales		<ul style="list-style-type: none"><li>• CRM</li><li>• Activity timeline view</li></ul>
 HubSpot		<ul style="list-style-type: none"><li>• Sales funnel and deal pipelines</li><li>• Project management</li><li>• In-CRM telephony</li></ul>

With a single platform, A+ tutoring was successfully able to replace all their tools and – in the process – improve their business efficiency. Data stored in the centralized CRM database meant teams could access the same updated customer information: **no more data silos.**

The best part was that EngageBay's Pro plan with unlimited contact storage cost only \$99/mo. With free onboarding sessions, migration services, and a helpful customer support team, Dan and his team seamlessly transitioned to EngageBay.



What's more, EngageBay offered even more tools than Dan's team anticipated, causing explosive growth in line with their "students-first" motto.

*\*Note: Costs calculated for one user only.*

## Effect: How Moving to EngageBay Positively Impacted A+ Tutoring

EngageBay proved its mettle as an affordable all-in-one marketing, sales, and customer support solution. Dan's team went **from using multiple and expensive software tools to managing it all in one place** – a change that reflected positively in their productivity and revenue.

*“EngageBay offered more than we expected, which was obviously good news for us. We cut down multiple tools and saved hundreds of dollars every month. But what amazed us the most was that moving to EngageBay helped us reach out better and improve brand awareness.”*

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## Result: Productive Company = Happy Customers

Within a year of moving to EngageBay, Dan's team saw an upturn in productivity and efficiency. Leads were seamlessly handed over to the sales team, and customer support reps had a complete history of all the interactions.

In fact, **A+ Tutoring's FCR (First Contact Resolution) metrics improved by 50%**, owing to the integrated platform. EngageBay transformed A+ Tutoring into a happier, more productive, and profit-generating brand.

*"Above all, this move helped us automate most of our tasks so that we could focus on helping students. Customers were happy, and our brand grew rapidly through word-of-mouth, thanks to EngageBay. Plus, the customer service is excellent, and we've been able to contact people easily when we need something to be fixed or answered."*

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## Conclusion: What's Next?

Reach out to us, and we'll show you how to drop multiple platforms **with a single, all-in-one solution – and save costs.**

For no cost at all, our product experts can show you how EngageBay works and how it can be the only business software tool you'll ever need.

Thousands of businesses have benefited from using EngageBay – check out some of their success stories:



**Jim P**  
Salesperson  
Small-Business (50 or fewer emp.)

Validated Reviewer ✓ Verified Current User ✓ Review source: Organic

★★★★★ Mar 08, 2022

### "After Evaluating 32 CRMs, I Chose Engage Bay"

**What do you like best?**

It's funnel builder is one of the best and I have used Kartra and Clickfunnels. I love the Kanban Task view. Their support is phenomenal. They fixed 3 of my problems within a couple of days. They also answer functionality questions and stayed on a chat with me for about an hour until I had my personal domain fully configured. I love the Chrome plugin that allows me to add contacts at the click of a button in LinkedIn and Gmail. I also love the "Activity" and "Source" information kept with each contact. I love the Calendar/Appointment feature with the Zoom integration. It allowed me to replace Calendly and provides better tracking.

**What problems is the product solving and how is that benefiting you?**

Freed up a lot of my time where I was managing the day-to-day admin activities so I can spend more time on calls and zoom calls with potential customers.

- \* Lead generation funnel (replaced Kartra which had replaced Clickfunnels). Now everything is integrated.
- \* Contact management and follow-ups (Replaced Hubspot)
- \* Lead nurturing with drip email campaigns (Replaced Mailchimp or any autoresponder)
- \* Marketing automation (Replaced Mailgun)
- \* Appointment scheduling and tracking (Replaced Calendly)

There are more benefits/features I plan on taking advantage of. I just haven't gotten to them all yet (e.g SMS and Call integrations)



Manoj K.



Verified reviewer

Marketing and Advertising, 1-10 employees

Used daily for less than 6 months

Review source 

Overall Rating



### Great platform. Easy to use

Reviewed 4 years ago

All in one marketing **platform** that is easy to use and good value for money.

#### Pros

alternative to Hubspot that offers more capabilities you will want to check this out! **Great** features, easy to use, **great** value for money.



Larry W.

President, CEO

Small-Business (50 or fewer emp.)

Validated Reviewer 

Verified Current User 

Review source: Organic

 Oct 06, 2021

### "Complete 360 Software"

What do you like best?

The power of this software is what we like most. We can run our complete marketing and CRM process with Engage Bay. Sequencing and automation features make this an unbelievable value for us.

## Want To Know More?

You can [sign up for free](#) and [book a demo](#) with our experts, or just check out our [website](#) for more information.