



F R E E C O N C E P T

# INTEGRATION SUCCESS STORY

Check out Freeconcept's automation feature and start streamlining your processes

# Freeconcept

## THE CHALLENGE

### Starting on the path of automation

We first set up a detailed meeting with the team of FreeConcept for a detailed analysis of their current tech stack, and business processes they wanted to automate.

### What did FreeConcept needed help with?

FreeConcept was adding customer info manually to their MailChimp account. The whole process was time-consuming. Thus, they needed help with automating this workflow for error-free addition of contacts.

## THE SOLUTIONS

### How did we approach it?

Our SaaS experts analysed their business requirements before making the integration. The goal was to create something scalable and easy to use. This involved integrating e-conomic to MailChimp.

A new draft invoice when created in e-conomic led to the addition of the contact to the mailing list of MailChimp. This resulted in automatic copying of contacts from the invoice to the mailing list without any duplicates or errors.

### Automations delivered - SaaS apps that helped FreeConcept grow:

- MailChimp - The marketing app was integrated to populate the app with customer details and send automated emails.
- e-conomic – The accounting app was integrated to generate invoices and automate invoicing.



### About Freeconcepte

FreeConcept deals with corporate gifting, special occasion gifting solutions, along with promotional items.

### Headquarters:

Denmark

### Industry:

Product manufacturers

### Complexity:

Low

### Products and services:

B2B giftings

**Website:** <https://freeconcept.dk/>

## THE RESULT

### Why Cloudify became the best fit for FreeConcept?

- **Partnerships:** Official e-conomic partner
- **Automation experts:** Unique team of automation experts who not only help implement apps but also integrate and make the related automation.
- **Your ultimate process consultants** - Cloudify helps businesses grow as a whole, manage their processes better, boost sales and increase revenue with smarter workflows and intelligent processes.
- **Our offerings:** Digital analysis, SaaS implementation, and Automation
- **Marketplace by Cloudify:** We have our own Marketplace with listed apps with predefined workflows.
- **Customisations:** We offer customised solutions for simple and complex business automation that best fits your business needs.
- **Lighthouse by Cloudify:** Your process monitoring tool and a unified platform that gives you a bird's eye view of the whole automation process.

## Get a Free Consultation

Need help with business process automation? Let us take up the burden and do the flow for you.

[Book a free consultation](#)