Pupsic expands and recruits a salesperson to promote the Hubspot® solution in French-speaking Switzerland

St-Sulpice (Switzerland), Odessa (Ukraine): 10.04.2022 - Pupsic XYZ, an agency dedicated to SMEs & Startups in the French speaking part of Switzerland, relies on the Hubspot® CRM solution to help with digital transformation.

"The challenges of digital transformation for small and medium-sized businesses proved to be crucial during the covid, and this is just the beginning," says Kristina Alleg, founder of the Vaud-based company. "After providing vital solutions such as website creation and digital marketing campaigns, we opened an office in Odessa, Ukraine, and in Barcelona, Spain, to offer remote talent to Swiss SMEs in need of specific and shared skills. We had to find structuring solutions to guide our clients in their growth and Hubspot®'s marketing logic fits perfectly."

Hubspot® is a world leader in CRM and marketing solutions with a free offer that allows to manage key elements such as private data, customer service and newsletters. Paid modules can be added according to the maturity of the company and allow it to build its transformation. The CRM module puts the customer back at the centre of the issues and builds a communication and service logic centred on performance.

To accompany its growth and to support its consulting services to SMEs in the region, the company is recruiting a customer advisor who will integrate the solution into the company's offering. In this way, the company is strengthening its duality between a Swiss team aware of the challenges in the field, and remote technical or marketing teams that can optimise projects without neglecting the quality of service or project performance.

"The Hubspot® solution proposed by Pupsic appealed to us because it reduces the cost of in-house training and the dependence on several systems. It's simpler, more efficient and we feel ready for the future," says Marion Julia, director of the ecoline in St-Sulpice, which has already benefited from the redesign of its website and the installation of Hubspot by Pupsic.

The lack of skills in Switzerland on the Hubspot solution is obvious because several companies have recourse to skills in Germany or France to support them. This is an

opportunity for people who are changing careers to learn about technical, communications and marketing issues with Pupsic.

Always on the lookout for emerging technologies and channels, Pupsic is agnostic about the ability to work with third-party solutions. The Hubspot® solution is only offered as an option and if a benchmark is made in relation to the client's current needs. It should be noted that Hubspot® connects perfectly to existing solutions such as Mailchimp® or Salesforce®. The fact that there is a free version (not including installation costs) means that it is possible to optimise the budgets of SMEs which are often faced with drastic choices regarding their marketing budget.

"*I used to be told about data, now I have it and I can make decisions,*" says Valerie Rey, founder of Rey Immobilier. Hubspot makes it easy to capture and read customer data and their behaviour, all in accordance with the regulations in force in Europe and the Swiss Confederation.

Pupsic is celebrating this launch by offering the installation fee of the Hubspot® solution to all new customers until June 2022.

About Pupsic XYZ (formerly Astate)

Pupsic is a leading Swiss agency dedicated to the challenges of startups and SMEs. The company formerly known as Astate, has been creating mobile apps, websites and brand experiences that people around the world love since 2012.

About Hubspot®

HubSpot (NYSE: HUBS) is a leading customer relationship management (CRM) platform that provides software and support to help businesses grow better. The platform includes marketing, sales, service, operations and website management products that start free and evolve to meet the needs of our customers at every stage of their growth. Today, more than 135,000 customers in over 120 countries use HubSpot's powerful, easy-to-use tools and integrations to attract, engage and delight customers.

Pupsic XYZ | Contact Press: kristina@pupsic.xyz
hello@pupsic.xyz | +41 21 561 34 99 | www.pupsic.xyz
Chemin de la Venoge 7, 1025 Saint-Sulpice