



Industry
Marketing Services

Use Case
Team Social Selling



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Nimble’s integrated communications help Applied Storytelling shorten the sales cycle

Who is Applied Storytelling?

Applied Storytelling is a brand consultancy with offices in Oakland and Detroit, which dedicates itself to helping its clients tell their stories for market advantage.

“A brand is a story that’s told in the marketplace,” says managing director and principal Matthew Kruchko. The focus of Applied Storytelling is finding new and innovative ways for brands to tell their own stories, using a dynamic mix of traditional media, new media and social media to deliver stories in ways that strengthen the connections between brands and the markets they serve.

The Challenge: Improve Communication Among Partners and Break Out of CRM Limitations

Applied Storytelling needed a simple yet powerful way for all of the company’s partners to track contact conversations across multiple communication platforms and tie it all together. They needed to be able to react quickly and take meaningful action based on what they saw.

“With a typical CRM your reach is limited to the contacts that are already in your database. It relies on things like a half-remembered fragment of a conversation that a team members typed in after a long day spent meeting with prospects,” said Kruchko. “If you are trying to grow a modern business, you need to go beyond that.”

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You need to be able to reach out and connect with people beyond these artificial limitations. You need to be fast.”

“We all know there’s a lot of chaos out there, a lot of noise. To break through, you have to be able to spot the opportunities before the competition, and you need to be able to seize the moment by taking action. With Nimble, not only can we act quicker, but our actions are better informed because of the integration of communications all in one relationship dashboard.”

The Solution: Simplified Contact Collaboration and Engagement Via Nimble

Just bringing team members up to speed with clients and partners used to consume a lot of time and resources, said Kruchko’s partner and principal, Eric La Brecque. “Now, when I talk to my colleagues, we don’t have to waste time telling each other what we’ve been up to. We see it on our Nimble dashboards all day, every day, in realtime. Instead, we talk about action. We take action. Nimble

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Nimble not only allowed Applied Storytelling’s team to simplify the contact collaboration process, the set up was simple, and the adoption rate among the partners was 100%.

One of the best advantages Nimble brought to Applied Storytelling was the ability to connect quickly and deeply with long-overlooked contacts, and to leverage that connection into new business.

“There was a friend who had moved to New York that I hadn’t talked to in a while,” Kruchko said. “So I started looking at him on Nimble, and saw a bunch of conversations that started on one social platform, jumped to another, and finished up on a third. I was able to immediately message him on that platform through Nimble, which led to a phone call where we talked about all the things that were important to him, that he had been talking about across all these platforms. Today,

we’re working on a new business opportunity together in New York. Nimble made following the conversation simple.

“I didn’t have to go to another app or give myself a task later. I was able to do all this from Nimble. Without Nimble, this would have been a missed opportunity.”

Kruchko said Nimble has become the place he starts his day.

“Nimble is like my morning newspaper now,” he said. “I’ve integrated my Twitter, LinkedIn, and Facebook accounts and every day, it allows me to scroll through and see what’s going on, what conversations are happening out there, what topics pop up. It allows me to have greater reach than I’ve had in the past.”

Nimble helps me close more business with less effort than any other CRM system I’ve used - it’s that good.