Client Case Study: Fanatical Labs

As a small team of software developers, Fanatical Labs runs two online marketplaces for CRM add-ons, plus creates and supports their own CRM integrations for popular platforms like Mailchimp and Zendesk.

When an embarrassing amount of open tabs to view crucial data from various platforms became a daily struggle, the team needed a solution to quickly view customer information across their many applications, CRMs, and internal databases, to stop the rework and improve productivity.

Case Study Participants

Heidi W.
Customer Support Champion
Fanatical Labs

Jason E.
Co-founder and CEO
Fanatical Labs

Tech Stack Overview

Fanatical Labs relies on two internal marketplace databases, plus the following Software as a Service (SaaS) apps to perform work functions on a daily basis:

Current Challenges

With team roles focused on customer support, marketing, product development, and sales, Fanatical Labs relies on a pretty large tech stack of SaaS applications to get through each workday. This presented a few challenges:

- The time it takes to find data from various apps, especially when trying to understand the big picture of a customer or contact, such as what products they are looking at or recently purchased.

- The frustration from switching tabs and searching for information when trying to close support tickets, answer chat messages, refund products, etc.

- The slow down of productivity and ability to quickly move on to more important tasks.

Searching for Google docs with ease, saving time clicking to see our customer data – that's just the beginning of how Glances saves our team time every single day.

Heidi W.
Customer Support Champion
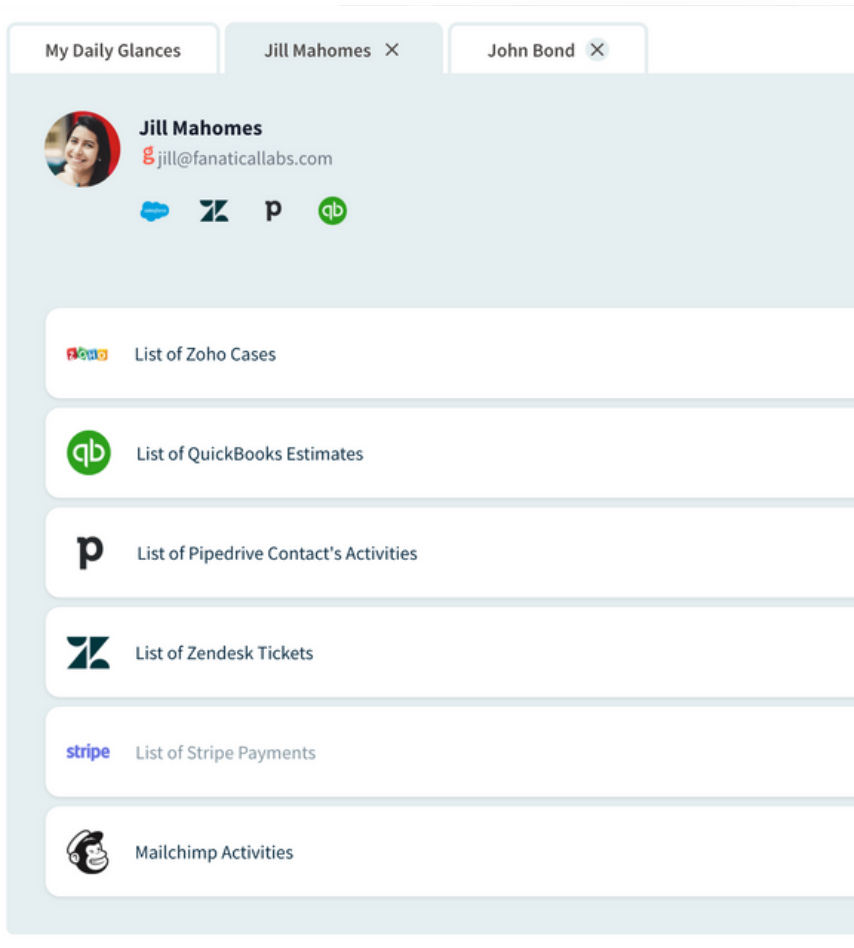
Why Try Glances?

The team decided Glances was the best solution to meet their needs because it does not require any coding, it supports dozens of popular SaaS apps including their custom internal marketplace databases, and it quickly shows the data they need in real time.

With a browser extension, web and mobile access, plus in-app functionality with workplace platforms like Monday.com, Glances is readily available in the unique ways each teammate prefers to get work done.

How Fanatical Labs Uses Glances

Glances is part of the minute-by-minute routine for the Fanatical Labs team because it is versatile across all roles and departments. For example, the Customer Support Champion connects Zendesk, SuiteCRM, SugarCRM, Mailchimp, Google Drive, and their other preferred apps to Glances to efficiently close support tickets, answer questions, and more. The marketing team connects Intercom, Mailchimp, CRMs, Google Drive, Stripe, Asana, and more.

This helps keep a real-time pulse on different contacts' orders, marketing campaigns received, emails and chat requests, etc. My Daily Glances shows each teammate's personal upcoming tasks too, so this view is incredibly helpful to always know what action items to prioritize.

The Results

Accessing a holistic view of each Fanatical Labs' contact and their recent events across apps has helped the company shave off 30 to 60 seconds per task, saving hours of time per week.

The My Daily Glances dashboard view along with the Glances keyboard command has empowered the team to easily search for Google docs, know what's next for personal tasks, view upcoming meetings, and many other productivity-related benefits.

30-60 seconds saved per task

No matter where I am in the process of completing a task, Glances is there. It always follows me around, creating an uninterrupted flow so I can get more done, faster.

Using multiple apps creating challenges?

We gladly accept your challenge and offer a solution: we'll help you set up Glances with your apps and data. Within minutes, you'll be able to view your customer insights and personal tasks across all apps, in real time.

Choose a time at calendly.com/glances or start your free 14-day trial at glances.com

Jason E.
Co-founder and CEO