

## Zen Energy Systems Powered Up With ExtendSync to Increase Efficiency by 20%

Customer  
Zen Energy Systems

Product  
ExtendSync for Google Workspace  
CRM: NetSuite

### About

Founded in 1947, the company began as a commercial refrigeration, mechanical services, and solar water heating business. In 2014, Zen Energy Systems formed a separate business as a solar energy company that designs and arranges solar installation for commercial and residential properties. Based in Auckland, New Zealand, the company now has installed more than 1,000 solar projects and prides itself as a family-owned operation.

### Background

Having worked at Zen Energy Systems for more than 6 years, the IT systems administrator's primary responsibility is system maintenance in NetSuite for the sales and marketing teams. The company relies heavily on NetSuite for their day-to-day operations, and one of his goals is to find new ways to automate and streamline processes for those two departments.

“

With ExtendSync, our sales reps have started to load up conversations from Gmail to NetSuite. It gives us a better view of the customer journey, and everything is more tidy and organized... ExtendSync is a must have.

”

Sam Chen  
IT System Administrator  
Zen Energy Systems

**ZEN**  
ENERGY SYSTEMS

## The Challenges

Zen Energy Systems had an abundance of email communication coming from the sales team that was easily lost and not tracked. The sales representatives would forget to keep records, and there was a lot of time spent attempting to track down records to recover important client information. There would be numerous searches and manual processes like copying and pasting, wasting valuable time that could be spent on more important priorities.

With the increase in sales volume and employee workforce, the IT team needed a way to streamline and organize the vast number of emails for visibility within NetSuite. Many newly hired sales representatives did not have enough knowledge of NetSuite to use the CRM, thus many records were not properly saved.

## The Solution

When searching for a solution to integrate Gmail and NetSuite, Zen Energy Systems discovered ExtendSync through NetSuite's app marketplace, SuiteApp. After comparing several other competitors, the company decided on ExtendSync based on its functionality, ease of use, and little to no requirement for set up and training.

The sales team quickly started tracking and moving important email conversations from Gmail into NetSuite, and within a short time began to see a more holistic view of their customers' journeys. With ExtendSync, the sales team moved all of their communications from Gmail to NetSuite, and every process of finding important information became more organized.

## Bottom Line

By using ExtendSync, Zen Energy Systems is able to have a clear picture of their overall communications within the CRM without the need to waste time on manual searches for lost important information. According to the IT system administrator, productivity, efficiency, and organization improved by 20% after implementing the integration app. With the help of ExtendSync, Zen Energy Systems now has an even sunnier outlook on its bright future.



ExtendSync's ease of use sold me. It just makes everything easy and I don't have to do a lot of setup. When I use ExtendSync, I can use the same functionality as NetSuite straight from my Gmail... It really is the easiest way to convince sales to save important communications.



Sam Chen  
IT System Administrator  
Zen Energy Systems

### About CloudExtend

CloudExtend email and spreadsheet applications integrate top business applications to help organizations increase productivity and extend the value of applications they use every day.

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