



### At a Glance

**Domain:**  
[hotsysystems.com/](https://hotsysystems.com/)

**Industry:**  
Industrial Equipment

**Services:**  
B2B



'Whatever your pain is,  
WORQFLOW can solve it.'  
**ROBERT WURZEL, CEO**

'Moving to HubSpot (paper  
based to electronic), our  
Hotsy dealers have seen  
30% lift in service billing,  
and when they implement  
flat rate as well it's an  
additional 10%. This is a  
consistent metric across  
all of our Hotsy clients.

That is a win.'  
**RICK WALLACE**

## 30% Increase in Revenue... in One Month

### The Challenge

Hotsy Cleaning Systems came to WORQFLOW looking to streamline their processes and increase their revenue. They also wanted help making the data entry process simpler, faster, and cost-effective. Finally, they asked us to run paid ad campaigns to boost their sales.

### The Solution

WORQFLOW specializes in crafting solutions using the powerful tools of HubSpot automations.

For Hotsy Cleaning Systems, we used HubSpot's tools to streamline their maintenance process. We also helped them implement a flat-rate billing system.

We added Google Search campaigns designed to drive up direct traffic, organic search, and paid search...all within the first month.

### The Results

- Enabled flat-rate billing leading to a 30% increase in revenue.
- Reduced labor and billable hours internally leading to higher profits (less data entry, less manual tracking).
- Increased calls and website traffic because of emails and Google Search campaigns.
- 200% ROAS with a Google Search campaign:
  - \$2,000 Ad budget resulting in \$5,200+ in sales