

Case studies

Eliminated manual entry

Mind & Metrics

Cut manual entry, boosted accuracy, & unlocked real-time visibility—thanks to AskElephant + HubSpot automation

Challenge

Mind and Metrics faced challenges with manual data entry and poor visibility in HubSpot, which led to inefficient reporting and delayed decision-making. The team struggled with matching meeting data accurately due to recurring meeting titles and lacked a streamlined way to update meeting notes.

AskElephant solution

They utilized AskElephant's webhook capabilities to automate the transfer of meeting data into HubSpot. This involved integrating AskElephant with n8n workflows to automatically send transcripts and meeting details, ensuring that all information was updated in real-time and correctly matched with the corresponding meetings.

AskElephant result

The automation eliminated the need for manual data entry, reducing errors and saving significant time. Real-time updates enabled accurate sales reporting, enhancing the team's ability to make data-driven decisions and improving overall operational efficiency.