



## Eric Gervase

*Sales Manager,  
Cargas*



Cargas is an employee-owned business software and consulting company specializing in accounting, ERP, CRM and custom software solutions including Microsoft Dynamics, and Cargas Energy mobile and back office software for fuel delivery and HVAC service companies. Cargas has been proudly partnering with ClickDimensions since 2013.

At ClickDimensions, we are 100 percent committed to helping our partners find and win more Dynamics business. We connected with Eric Gervase of Cargas to talk about that commitment and their experiences as a ClickDimensions partner.

### The Benefits of Partnering With ClickDimensions

“ClickDimensions knows the Dynamics space and knows marketing, which has been a tremendous asset for our team at Cargas. With ClickDimensions, we have a partner that can be completely immersed in the Dynamics sales process and doesn’t require any handholding. Their knowledge and involvement means that we don’t have to learn a new solution in order to meet our customers’ marketing needs. We have found the support from ClickDimensions throughout the sale to be invaluable. We also don’t have to worry about delivery to our partners – we know it’s in a trusted expert’s hands.”

### How Partnering With ClickDimensions Has Made an Impact at Cargas

“Through our partnership with ClickDimensions, Cargas has been able to add new customers and increase gross revenue. Since it is subscription-based revenue, we can rely on recurring revenue from ClickDimensions users and have found that stickiness among these customers has increased thanks to how deeply integrated ClickDimensions is with Microsoft Dynamics. We have long believed that customers are more likely to stick around the more integrated a solution is with Dynamics, and partnering with ClickDimensions has absolutely proven this.”

### How ClickDimensions Benefits Cargas Customers

“Making the initial lead generation and management process more efficient and effective is one of the biggest benefits of ClickDimensions that we hear from our customers. Being able to tie ClickDimensions web forms directly into Dynamics is a gamechanger. Perhaps the biggest piece of the puzzle is the logic-driven campaign automation in ClickDimensions, allowing our customers to nurture their leads in a dynamic, personalized fashion and keep their sales pipeline full. In addition, it’s an intuitive and easy-to-use solution that our customers truly get excited about.”

### To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“At Cargas, we firmly believe that CRM is a sales and marketing solution, not just a sales solution. We have had deals that started with a sales focus and then the conversation quickly turned to marketing. We would not have closed those deals without ClickDimensions being involved. I think Microsoft Dynamics partners owe it to themselves to have a digital marketing solution at the ready, as more businesses start to consider this a technology must-have. With ClickDimensions, you get to offer the recognized leading marketing technology for Microsoft Dynamics while also having a partner that will support you and add value throughout the sales process.”