Lexipol – Protecting Communities:

Lexipol was founded in 2003 by Gordon Graham and Bruce Praet, attorneys and former law enforcement officers with extensive experience in risk management. They realized that many law enforcement agencies lacked sound, up-to-date, legally defensible policies. This put the agency, its officers, and the community at risk. To address this need, the Lexipol founders developed state-specific law enforcement policy manuals backed by daily training in order to reinforce policy understanding and practical use. They offered the policies online for easy, on-demand access and continuously monitored changes to federal and state laws, providing policy updates as needed.

Over the course of 15 years in business, Lexipol has expanded beyond law enforcement to also serve corrections facilities, probation agencies and fire departments in 35 states. While the offerings have expanded, the mission has not changed. Lexipol remains committed to enhancing the safety and effectiveness of the men and women who serve and protect our communities.

The Challenge

Lexipol offered exceptional products but due to rapid growth, their website was not optimized and user-friendly. The site needed to be frequently updated and was not integrated with their Salesforce CRM. After several months of successfully capturing leads and manually entering them into the CRM, Lexipol's marketing dashboard told a different story. It displayed minimal Sales Qualified Leads (SQLs) based on the information that was available. This disconnect was a result of how the leads were being categorized and the fragmented process from Pardot to the Sales team. The process from lead inception to a closed/won opportunity was not originally defined with the key success metrics in mind. Specifically, when sales determined a lead wasn't ready to convert, they changed its lead status to "Nurturing", sending the lead back into the marketing queue for further nurturing and qualification. But then what? Potentially re-qualified leads sat in ‘limbo’, not being contacted again by sales unless they were recognized by the marketing team and manually updated to an SQL. This painstakingly hands-on process required too much time and analysis, and as a result, led to missed marketing and sales opportunities.

- Their Salesforce org was mature and required lots of data and customizations to be updated
- Needed to generate increased traffic and higher value prospects
- Needed to provide more accurate and targeted messaging to the right audience
- Measure and provide better ROI on marketing activities
- Provide lead grading and scoring to determine the most valuable leads faster
- Needed better metrics regarding who was visiting the site and their product interest
- Identification of where the customer was in the purchase life cycle

Excellent Insight, Customer Service and Knowledge - 5 Stars!

"I highly recommend the team at Cirrius Solutions. They fully immersed themselves in learning our business processes and were dedicated to making our Salesforce Pardot application work properly and smoothly. I worked with many of the team's developers and they are all top-notch, providing not only expertise but the insight to develop a solution that I didn't even know the right questions to ask. Because of their ideas and help, I feel confident that we are using Salesforce to import, capture and follow-up on leads and customers in an efficient and organized way, and I can now run the reports to track it as well. Any company would benefit from the help provided by Cirrius Solutions."

Julie Rasco – Marketing & Sales Director
The Result
Lexipol is now fully optimized on Pardot and has been able to increase marketing efficiency, accuracy, and user adoption. This strategy has streamlined the communication between marketing and sales to help maintain a closer relationship with their clients. The team can more effectively scale the attention to detail that comes with one-on-one communication without losing the personal touch.

With Pardot's "lead nurturing" features, the Lexipol team can make sure that clients are informed at all stages of the buying process and provide clear updates to the executive team. Pardot marketing automation has increased marketing ROI by 40% and close rates increased by 34%. Lexipol is saving time and money which is maximizing revenue and margins to increase shareholder value.

Key Success Factors
- Budget - Just Enough
- Speed - Time to Market
- ROI – Create Business Value
- Scalability - Support High Growth Rate
- Change Management - Limited Business Disruption

A Note from Cirrius CEO:
“At Cirrius Solutions, we understand that time is your most valuable asset. We work with your business leaders to drive platform automation across the organization in order to save everyone involved much needed time. We provide white-glove service without the luxury price tag. We are built on integrity. We focus on building long-term relationships with our clients to provide strategic value.”

Chad Anderson
Founder | Cirrius Solutions Inc

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Learn more about how Cirrius Solutions can help you make the most of your Salesforce.com investment. Please contact your Cirrius Solutions Account Manager directly at info@cirriussolutions.com for more information.