

Since 2025 with Servix Plantedekor AS.

A clean move to HubSpot, in step with the group.

A Norwegian plant solutions supplier moving off a legacy CRM to match its Nordic group. We planned the migration, cleaned the data first, built HubSpot around their business, and we've been their CRM partner ever since.

CLIENT **SERVIX PLANTEDEKOR**

CLIENT

Servix Plantedekor AS
Plant solutions · Norway

RELATIONSHIP

2025 – today
Migration, then ongoing support

WHAT WE DID

CRM migration & development
Data, processes, training

STARTING POINT

A legacy CRM
Out of step with the group

TECHNOLOGY

HubSpot
Free to Starter, all hubs

HEADLINE RESULT

One standard
Same data and reporting as the group

THE STARTING POINT

A good business on an old system.

Servix Plantedekor AS has supplied plant solutions to businesses and public environments for decades, renting, selling and designing, as part of a group of companies across the Nordics. Their customer data lived in an older CRM that no longer fit. The group wanted every company managing customers, deals and reporting the same way, so revenue could be read on one level. The company had to move, without disrupting the business.

"How do we get onto the group's standard without bringing the old mess with us?"



"Moving off our old CRM was something we had to do to align with the rest of the group, and Vidalico made it far easier than we expected. Their advice to clean our data before the move was the right call. We started in HubSpot with information our team actually trusts, and reporting that fits how we work across rental, sales and design. They never pushed us into more than we needed, and helped us get the most out of the tools we already had."

Laura Korcsok · CEO, Servix Plantedekor AS

Plan, clean, build, support

1

UNDERSTAND Clean before you move

Our migration plan came with one core piece of advice: clean the data before it's exported. Each salesperson went through the companies and contacts they owned, removed what was outdated and signed off what was valid. Only then did we import it into a fresh HubSpot.

2

BUILD A CRM built around their business

We started on HubSpot's free plan and moved to Starter on all hubs only when it made sense, so they never paid for tools they weren't using. We added segmentation and custom deal properties, such as the number of plants, arrangements and pots across rental, sales and design. That makes reporting specific to their business, and comparable across the group.

3

GROW A CRM partner on call

We trained every employee at launch. Since then we work on a needs basis: we onboard new hires, build what the team or the group needs next, and keep improving the processes behind the data.



What we value most is that Vidalico is there when we need them. Questions get answered fast, and when a new colleague starts, they get them up and running in HubSpot. They don't just do what we ask. They look at how we work, suggest better ways of doing it, and treat our budget as if it were their own. It feels like having a CRM expert on the team, without the cost of hiring one.



Laura Korcsok
CEO, Servix Plantedekor AS

THE OUTCOMES

Clean start

Only data the team had checked went into the new CRM

In step

Data and reporting on the same standard as the rest of the group

Right-sized

From HubSpot's free plan to Starter, only as the need was there