

A CRM project that uncovered a new revenue opportunity

NYC rideshare company | Twelve-month engagement | Revenue operations and sales enablement

RESULTS AT A GLANCE

130%

revenue growth over twelve months

New

corporate partnership revenue stream

Acquired

by a major rideshare company following the engagement's growth period

The challenge: The CRM was only part of the problem

A New York City rideshare company engaged Goshen Consulting to build its CRM.

The work revealed broader issues: revenue and commission records needed reconciliation, and the sales team needed stronger enablement. Improving the software alone would leave those gaps unresolved.

The business also had an opportunity to expand beyond individual riders through corporate partnerships.

The work: Connect the systems, strengthen sales, and develop a new channel

Goshen expanded the engagement to address how the business tracked revenue, supported its salespeople, and pursued growth.

The work included:

CRM implementation

Built out the system supporting the sales operation.

Revenue reconciliation

Resolved discrepancies between revenue and commissions.

Sales enablement

Strengthened support for the sales team and added a dedicated enablement function.

Corporate partnerships

Developed a new revenue stream alongside the existing rider business.

Over the engagement, the team grew from nine to twelve.

The outcome: Revenue growth ahead of acquisition

Revenue increased 130% over twelve months, with performance tracked monthly. Corporate partnerships added a new source of revenue as the business grew toward its acquisition by a major rideshare company.

The acquiring company absorbed all departments and employees. The business entered that transition with a built-out CRM, reconciled revenue and commissions, a sales enablement function, and an established corporate partnership channel.

The engagement began with a systems request. It became an opportunity to improve sales execution and build another source of revenue.

Is your CRM problem pointing to a bigger growth constraint?

Let's examine the process behind the system—and where your business could go next.

Book an introductory call: calendly.com/goshenconsultinggroup/introductioncall