



San Diego Gas & Electric (SDG&E) Engages Suppliers Using Revolutionary Digital Marketing Automation Technology by Cloud Custom Connections

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San Diego Gas & Electric (SDG&E), a utility company that provides electricity and natural gas to San Diego County and southern Orange County and covers around 3.3 million consumers, was in search of a way to reach out and connect with their diverse supplier base.

Priding itself to be a leading advocate of supporting diverse businesses in the local community, SDG&E realized the need for finding a digital marketing solution that would personalize communication with their suppliers and better engage them. So when they were approached by Cloud Custom Connections (CCC) with a software that does not only automate supplier follow-up but does so using different channels like email, SMS, MMS, voice and interactive surveys, they jumped on board.

"One of the biggest challenges small business owners face today is following up with leads are current clients. We saw a huge need in the market to address this issue and with Cloud Custom Connections, we

believe we've accomplished that - and more," stated Benjamin Fatola, CEO of Cloud Custom Solutions, the Arizona-based custom software development firm that developed the software.

Totally cloud-based, you can access the online portal anywhere at any time on your desktop, laptop, tablet or phone. Mr. Fatola added, "CCC can help you find new leads, retain present clients, funnel your customers and grow your business. Everyone on board who has already started to use the system is excited by its potential and what it can do."

"SDG&E leveraged the power of our interactive survey feature to create highly interactive surveys and connect with suppliers, placing them in appropriate marketing funnels for future follow-up," added Mr. Fatola.

When asked about how Cloud Custom Connections helped engaged their valuable suppliers, Jaymee Lomax, Sr. Supplier Diversity Advisor at SDG&E (San Diego Gas & Electric) stated, "CCC allowed us to connect with our valued suppliers, schedule automated follow ups, send out surveys and improve our entire process of how we and our local Chamber can best help our suppliers. The CCC interface was impressive! Both easy to use and intuitive, we were able to setup the entire process fairly quickly and easily. We received immediate responses and positive supplier feedback. The CCC customer support was great too. Overall very pleased!"

About Cloud Custom Solutions

Cloud Custom Solutions is a certified minority-owned software development company based in Gilbert, Arizona. They specialize in delivering exceptional quality custom software solutions based on cloud technology for companies, government entities and non-profit organizations.

Their latest flagship product, Cloud Custom Connections (CCC), is a one-of-a-kind marketing and remarketing solution that makes follow up simple, exciting and downright profitable - without the hefty price tag. It offers not one but three ways to market to potential and current clients ? Email, SMS and Voice.

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Cloud Custom Solutions LLC

Cloud Custom Solutions software development company based in Gilbert, Arizona. Specialize in delivering exceptional quality custom software solutions based on cloud technology for companies, government entities and non-profit

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