

ANONYMIZED CASE STUDY:

How an Amusement Technology Manufacturer Moved Service Operations to HubSpot While Preserving Customer History

With customer information divided across disconnected tools, the manufacturer worked with Vonazon to preserve service continuity and create a more coordinated environment for customer-facing teams.



INDUSTRY

Technology

COMPANY PROFILE

A U.S.-based amusement technology manufacturer develops software, game cabinets, payment technology, and support services for operators using standalone and internet-connected products across diverse operating environments.

Working with Vonazon, a HubSpot Elite Solutions Partner, the manufacturer completed a Zendesk-to-HubSpot Service Hub migration that preserved ticket history and original ownership. The engagement then extended into calls, sales, marketing, and website inquiries, bringing customer-facing activity into a single HubSpot environment.

Industry: Amusement gaming technology and manufacturing

Agency: Vonazon, a HubSpot Elite Solutions Partner

Platforms Involved: HubSpot, HubSpot Service Hub, Zendesk, Aircall

Project Type: Zendesk-to-HubSpot Service Hub migration, extended to sales pipeline configuration, marketing automation, and website lead capture

Verified Outcome: Zendesk ticket history and original ownership were preserved in HubSpot, calls were connected to CRM records through Aircall, and website inquiries were captured through a structured Contact Us form

Outcomes

Customer History Preserved	Zendesk ticket history and original ownership were carried into HubSpot.
Calls Connected to the CRM	Aircall supported call logging, routing, and click-to-dial activity in HubSpot.
Inquiry Capture Structured	A HubSpot Contact Us form launched with location and telephone fields.



The Situation

The manufacturer manages customer relationships across physical game cabinets, software, payment technology, and support services for both standalone and internet-connected products. That operating model creates different requirements across sales, marketing, and service, from capturing new inquiries to supporting connected locations.

Customer-facing activity was distributed across Zendesk, Aircall, spreadsheets, trade show exports, website forms, and departmental processes. Service history largely remained inside Zendesk. Call activity followed a separate path. Sales and marketing teams worked with lists that required manual review, cleanup, and assignment before employees could coordinate follow-up.



The issue was not the absence of technology. It was the absence of a shared environment for managing customer-facing activity.

The company needed a practical way to bring service, sales, marketing, and inquiry management into a more coordinated system while allowing existing back-office operations to continue without disruption.

THE CHALLENGE

The planned Zendesk shutdown made service continuity the immediate priority. The manufacturer needed to move service operations into HubSpot without losing ticket history, original ownership, user access, or the context employees relied on when supporting customers.

A poorly controlled migration could have left employees unable to identify who had handled an issue, what actions had already been taken, or where responsibility for follow-up belonged. The risk was especially important because support requirements varied by product, and an incident could affect multiple machines at a single customer location.

Aircall introduced another layer of complexity. Call activity needed to reach the appropriate support teams, connect with the correct customer records, and remain usable within the service process. Early record-creation behavior also raised data-quality concerns when telephone numbers appeared in place of contact names.

The challenge extended beyond service.



Sales pipelines needed greater structure.



Marketing contacts required cleanup and segmentation.



Website inquiries needed more consistent information.



Trade show lists required clearer ownership before follow-up could begin.

The manufacturer needed to protect active service operations first, then create a broader customer engagement environment without allowing every open dependency to delay progress.

VONAZON'S APPROACH

01

Protecting customer history before the service transition

03

Extending structure across sales, marketing, and lead capture

02

Connecting calls, tickets, and ownership in HubSpot

Protecting Customer History Before the Service Transition

Vonazon treated the Zendesk migration as a **continuity project**, not simply a transfer of records. The team focused first on preserving the information employees needed to continue supporting customers.

Zendesk ticket data and original ownership were moved into HubSpot, service users were established, and a dedicated ticket pipeline supported the transition. **Preserving ownership ensured that employees could identify who had managed an issue and understand the service activity that had already occurred.**

Vonazon also conducted HubSpot training for service users. The training introduced employees to the **ticketing environment, pipelines, and day-to-day management processes** so that the transition addressed both platform configuration and practical adoption.

Connecting Calls, Tickets, and Ownership in HubSpot

After establishing the service environment, Vonazon configured **HubSpot Service Hub to support a more structured approach to customer requests**. Ticketing workflows, reporting, service dashboards, and SLA-related configuration created a clearer operating model for routing and monitoring service activity.

Aircall was connected to HubSpot to support call logging, routing, and click-to-dial functionality.

Customer feedback during the engagement indicated that calls were reaching the service team through the connected setup. This brought an important source of customer interaction closer to the records used by service and sales employees.

The sequence mattered. By preserving history first and then connecting active communication channels, the manufacturer could move forward without separating current service activity from the context employees needed to manage it.

Extending Structure Across Sales, Marketing, and Lead Capture

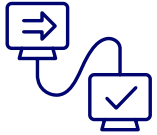
Vonazon expanded the HubSpot configuration beyond service. The work included:

- ⊕ sales pipelines and custom deal stages
- ⊕ data imports and CRM cleanup
- ⊕ dashboards
- ⊕ contact segmentation
- ⊕ marketing automation
- ⊕ supporting workflows

These capabilities gave the manufacturer a more structured way to manage activities that had previously been spread across separate lists and departmental processes. **Marketing teams gained clearer engagement visibility**, while **sales teams gained a consistent environment** for managing customer and opportunity activity.

Website lead capture became another connection point. A HubSpot Contact Us form went live with fields for primary location, additional regions, and telephone information. The form created a more consistent structure for inquiry data entering HubSpot and gave the organization a clearer starting point for routing and follow-up.

THE RESULTS:



The migration met its primary goal: service users kept working from Zendesk's ticket history and original ownership records even after the source system was retired.

That continuity mattered directly to the people handling service requests. Because ownership and history moved with the tickets, employees could still tell who had managed an issue and what had already been done, without a gap between the old system and the new one during the cutover.

Beyond the ticket migration itself, service operations gained a defined structure to work from. Ticketing pipelines, dashboards, and SLA-related configuration gave the team a **consistent process for routing and monitoring requests**, and the **Aircall integration brought call activity into the same environment as the ticket and contact records it related to**.

The same approach extended outward to sales and marketing. Sales teams moved from ad hoc lists to **configured pipelines, deal stages, and cleaner contact data**. Marketing gained clearer visibility into **email engagement and a way to segment follow-up audiences**. The live Contact Us form standardized how location, regional, and telephone details enter HubSpot in place of the inconsistent inbound data the manufacturer worked with before.

Together, the completed migration and configuration give the manufacturer a **foundation to build on as automation needs evolve**. Those future opportunities remain separate from the outcomes verified in this case study.

Build a More Connected Service Operation in HubSpot

**Planning a Zendesk-to-HubSpot migration or
HubSpot Service Hub implementation?**

Vonazon can help preserve customer history, structure service data, and sequence the transition around the systems and teams that must keep operating.



Let's map it together.



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