



suprdense.

The screenshot displays the suprcfg. interface for a HubSpot implementation. The top navigation bar includes the suprcfg. logo and the user 'HubSpot Inc. Admin • Dharmesh'. The left sidebar lists various workspace and library items. The main content area shows implementation details for 'Aircall Workflows' with the ID '12jnf834h8', implemented on '21 Jan 2025, 11:09 PM' for 'Logistics Co.' by user 'Dharmesh'. A summary row indicates 410 total assets, 213 dependencies, 623 successful implementations, and 0 errors. Below this, a table lists implemented assets:

Name	Implementations	Status
Aircall Module 1	21 Jan 2025, 11:09 PM	Successful
Lead routing workflows	21 Jan 2025, 11:09 PM	Successful
Forms	21 Jan 2025, 11:09 PM	Successful
Calling module for Logistics	21 Jan 2025, 11:09 PM	Successful

A 'Diamond' badge from the HubSpot Solutions Partner Program is overlaid on the bottom left of the screenshot.

Config delivers

3,000 HOURS OF TIME-SAVINGS

for a logistics-focused HubSpot Solutions Partner



Introduction

Our partner is a specialist agency that builds and manages HubSpot portals for freight-forwarders, 3PLs, and last-mile carriers. They spotted an opportunity to standardise and accelerate their client onboardings with **Config**, Suprdense's HubSpot configuration engine.

Within 30 days of deploying Config, our partner replicated hundreds of workflows—including Aircall-based telephony automations—plus pipelines, lists, email templates, and complete CMS assets across 65 HubSpot portals.



The Result

3,000 staff-hours saved, a 62.5 % cut in setup time, and launch cycles slashed from weeks to days

Client Snapshot

Type: Full-service marketing & RevOps agency specialising in the **logistics sector**

Tech Stack: HubSpot Marketing, Sales, Service & CMS Hubs across 65 client portals — tightly integrated with Aircall for telephony

Primary Pain Point: Manual replication and maintenance of complex HubSpot assets (workflows, pipelines, CMS files, Aircall call-logging automations) for each new logistics client, chewing up analyst & developer bandwidth

The Challenge

Logistics firms demand rapid spin-ups of standardised yet highly customised HubSpot environments —think multi-stage deal pipelines, ticketing flows, dynamic route-based webpages **and** phone-centric service desks.

Before Config, the agency's team:

- burned **80+ person-hours per portal** setting up and tweaking workflows, lists, email templates, CMS assets, and **Aircall integrations**
- risked errors when copying custom code blocks, HubDB-driven pages, or niche pipeline stages
- struggled with version control—one missed workflow action block, custom property or pipeline stage could break a client's HubSpot on launch day

Scaling meant either hiring more specialists or finding an automation layer robust enough to handle **every** HubSpot object they touched, including their Aircall-centric workflow suite.

The Config Solution

Config was deployed as the agency's "single-click implementation engine," automating both CRM configuration and CMS asset migration:

HubSpot Area	What Config Automated	Why It Mattered in Logistics
Workflows (incl. custom code and Aircall-specific call-logging, ticket creation & SLA escalations)	50+ deal, ticket, ops & telephony workflows replicated with environment-specific tokens	Ensured inbound call data instantly opened tickets, updated SLAs and routed missed calls across shipping lanes & time zones
Lists	45 active lists recreated across portals	Enabled instant segmentation for "delayed shipment," "lane profitability," etc.
Email Templates	Drag-and-drop and custom-coded templates (HTML + HubL)	Preserved the engaging structure and standard comms without re-coding, only requiring setup of brand identity
Forms	18 multilingual forms	Accelerated new lane-launch microsites
Pipelines (Deals, Tickets, Custom Objects)	Complex stage logic and SLA workflows	Standardised tracking of loads, claims, and carrier scorecards
Custom Properties	350 properties across 7 objects	Captured route, vehicle type, temperature band, call disposition, etc.
CMS & HubDB	Full template/module hierarchy, images, CSS/JS, dynamic pages	Let marketers roll out city-pair landing pages in minutes

Zero-touch HubSpot CMS migration

Config pushed all underlying templates, modules, HubDB tables, images, and code assets straight into the correct File/Design Manager directories, preserving folder structure and dependencies.

Quantifiable Impact (30 Days Post-Launch)

Metric	Pre-Config	Post-Config	Δ
Hours spent per portal setup	80+ hrs	30 hrs	-62.5 %
Total hours saved (May 2025)	-	3,000 hrs	375 FTE days
Asset-migration error rate	12% of launches	<1 %	-11 %
Time-to-launch for new client	4-5 weeks	2-3 days	80-90% faster
Aircall workflow rebuild time	12 hrs/portal	<30 min	-96 %

At an average blended rate of USD 60/hour, the agency preserved ~USD 180,000 in billable capacity in a single month.

Why Config Worked

End-to-End Object Coverage: From workflows (including Aircall triggers) to CMS HubDB, no “edge cases” were left manual.

Code-Smart Replication: Custom code action blocks in workflows and HTML/HubL email templates compiled & recreated automatically.

Telephony-Aware Mapping: Aircall call events, dispositions, and call IDs were auto-mapped into the correct HubSpot properties.

Safe Sandbox → Prod Promotion: Config’s ensured implementations were tested in staging before one-click promotion to live portals.

Key Takeaway

With Config, the HubSpot partner embedded in the logistics space clawed back **3,000 productive hours in just one month**, slashing onboarding timelines, eliminating phone-workflow rebuilds, and vastly reducing implementation errors—proof that end-to-end HubSpot asset automation isn't a luxury; it's a multiplier.

