

Bitrix24[®]

Success Stories

Webbee Group: Running a Business 100% Online with Bitrix24



**Andrey Grebenkov
and Alex Malov**
CEOs of Webbee
Group

- Bitrix24 partner since 2016
- Australia, New Zealand

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Turning a Local Idea into a Global Business

This article tells the inspiring story of Webbee Group, a **Bitrix24 partner since 2016, whose founders – Andrey and Alex** – built their entire business around the platform. From New Zealand to global markets, they've helped businesses of all sizes streamline operations and boost efficiency.

Their journey shows how dedication, expertise, and the right CRM partner can lead to long-term success and build trust in the digital world.

Beginning of partnership

What motivated you to become a partner of Bitrix24?

We were really **impressed by Bitrix24 as a product** – its capabilities, potential, pricing, and the range of options it offers to any business. At the time, both of us had just moved to New Zealand (less than two years earlier) and were excited to start our business by representing Bitrix24 in the region.

As we grew, we expanded our focus to other global markets, which helped us develop our expertise and gain experience with a wide variety of industries, business models, and use cases.

Work process

How did you start selling Bitrix24 to your clients?

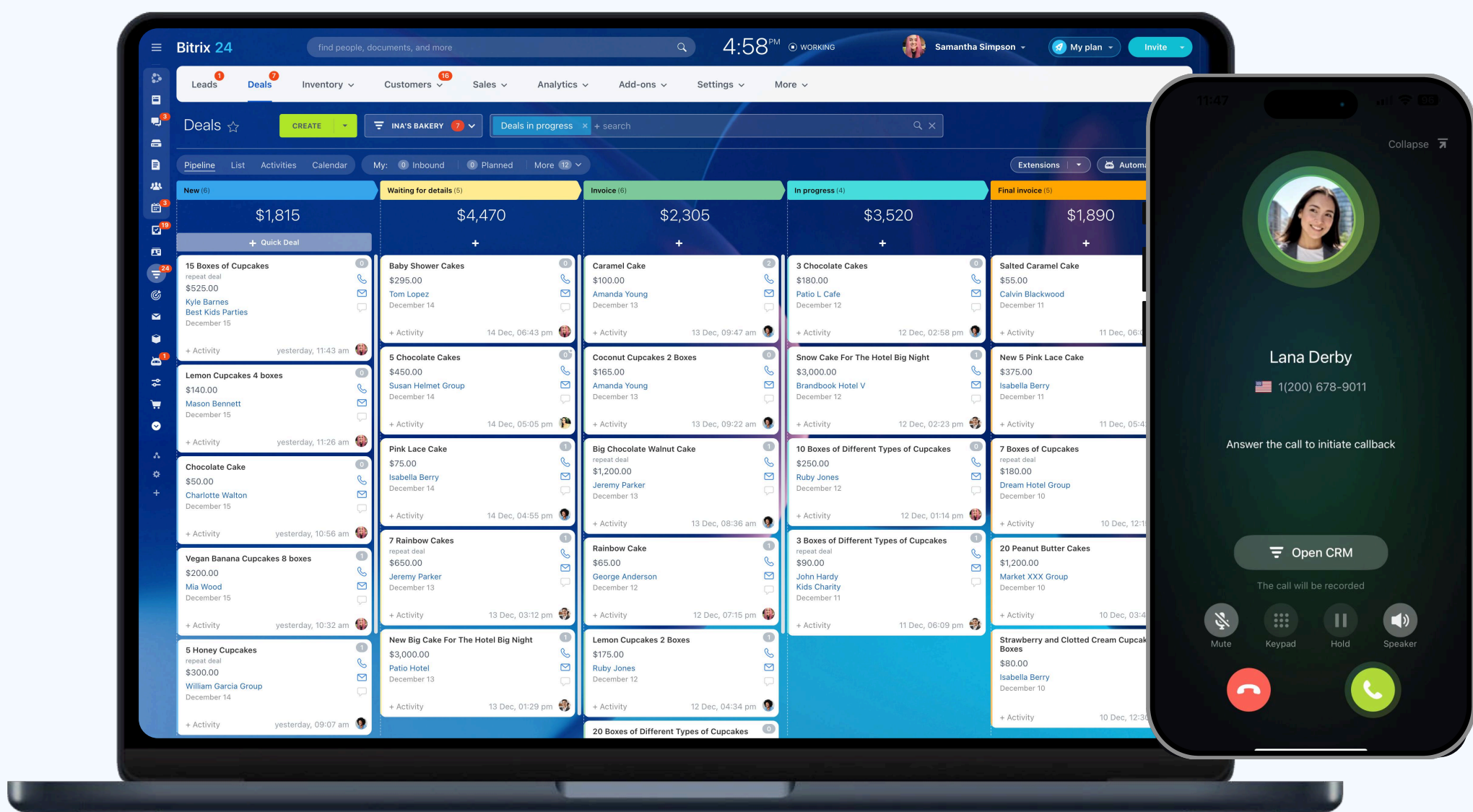
We started by thoroughly educating ourselves on Bitrix24 and its features. Then, we focused on **networking** and **reaching out to local businesses**, showing them how Bitrix24 could solve their pain points.

We conducted **demos, webinars, and consultations** to highlight the platform's value. However, the early days were challenging – the New Zealand market is quite conservative, and introducing a new solution wasn't easy.

Work process

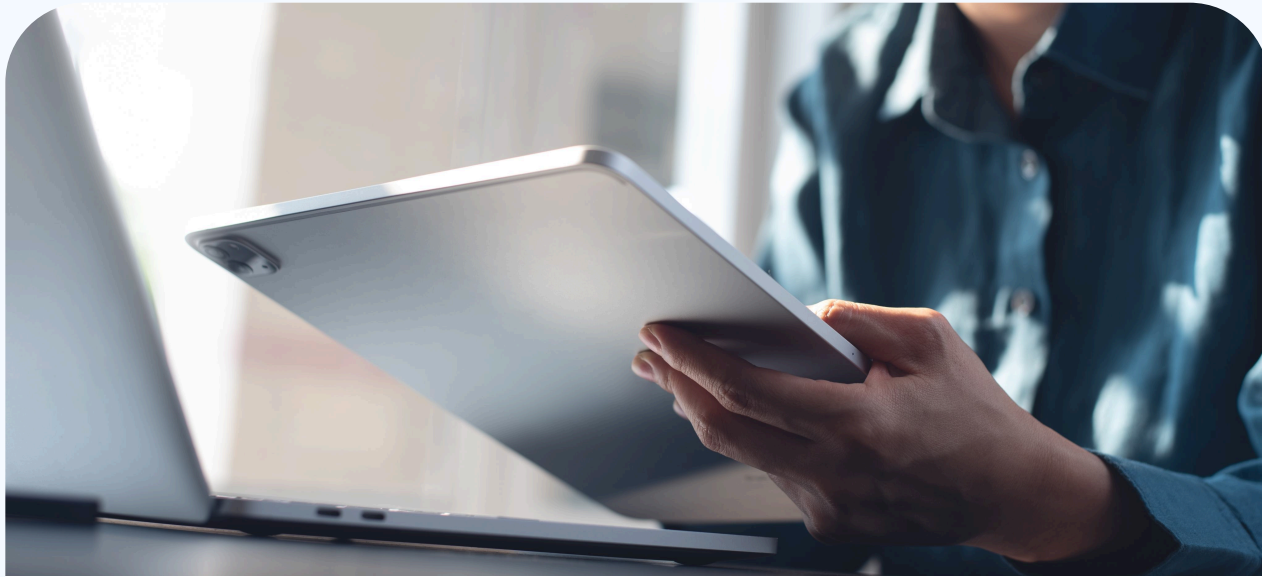
How is your process of attracting new clients structured now?

Today, we use a mix of digital marketing, social media campaigns, and content marketing to attract new clients. We also rely heavily on leads provided by Bitrix24 and on referrals from satisfied customers.



Results

Can you share specific numbers or examples of success?



A mid-sized logistics company cut lead processing time by **60%** with Bitrix24 automation



An e-commerce business improved sales tracking accuracy by **80%** using custom workflows and dashboards

Both clients scaled faster and with greater confidence

Advantages of partnership

What are the main advantages you see in partnering with Bitrix24?

The main advantage is, of course, **access to a versatile and innovative product** that we represent as professional and competent Bitrix24 experts.

The opportunity to work with a globally recognized brand, across different markets, and to **run our business 100% online** from anywhere in the world is also a huge plus. The flexibility of Bitrix24 allows us to serve a wide range of industries and business sizes.

Advantages of partnership

How satisfied are you with our partnership overall?

We are very satisfied with the partnership. The support, resources, and continuous improvements to the platform have exceeded our expectations, and we look forward to continuing this collaboration.

That said, we see a lot of potential for further growth – both for ourselves and for Bitrix24. Over the years, we've shared several suggestions, such as improving the billing system on the Bitrix24 Market or introducing paid advanced support through partners.

We love being part of a company that's always evolving, and we're excited to keep growing and improving together.

Advice and recommendations



Take the time to fully understand the product and its capabilities



Focus on building strong relationships by addressing your clients' specific needs



Use the resources Bitrix24 provides, and don't hesitate to reach out to the Partner Department for support when needed



Partner success in numbers

Started in:

2016

**Bitrix24 Gold Partner status
obtained in:**

2018

Regions/countries served:

Australia, New
Zealand



10x
revenue growth



10x
team growth

Become a partner and start representing the world's most versatile and affordable CRM



Free to enter



Up to 50% commission



Marketing support



Free leads



\$1,000 kickstart bonus

Looking to achieve
the same success
with your business?

Sign up for the Bitrix24
Partner Program!

(Use the link in the description)

