

Blackwater Environmental Chooses Unanet CRM to Fuel Business Growth

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Blackwater Environmental Group (Blackwater), a Maryland-based environmental planning services company, has implemented [Unanet CRM](#) to streamline its business development efforts and drive strategic growth.

This move replaces Blackwater's reliance on manual processes for managing client relationships.

Blackwater, a certified minority and disadvantaged business enterprise, serves local, state, and federal government clients in the mid-Atlantic region. Known for developing innovative solutions for environmental compliance projects, the company is positioned for significant growth. To support these goals, Blackwater recently welcomed Kaitlyn Conner to spearhead marketing and business development.

Conner identified the limitations of Blackwater's previous approach, which relied on spreadsheets for tracking contacts and proposals. She recognized the need for a modern CRM solution to streamline manual processes and provide data-driven insights for informed decision-making.

Following a comprehensive evaluation of nearly a dozen CRM solutions, Conner chose Unanet. Unanet stood out for its ability to offer a comprehensive solution, encompassing contact capture, pipeline management, and proposal management – all within a single, user-friendly, and cost-effective system.

"We pride ourselves on being at the forefront of the environmental industry and having the expertise to provide innovative solutions to complex problems for our clients. Unanet provides that same experience for us," said Conner. "Even though we are not one of their biggest customers, Unanet always gives us individual attention and support, and it is a very cost-effective CRM solution for our small business that will help catapult our growth in the future."

“Blackwater prides itself on being at the forefront of the environmental industry, delivering innovative solutions to complex client challenges,” stated Conner. “Unanet CRM mirrors that commitment by providing an innovative solution tailored to our needs. Despite our size, Unanet offers personalized attention and expert support. Unanet CRM is a cost-effective solution that will be instrumental in accelerating our future growth.”