

Most Workflow Problems Are Zapier Problems in Disguise: Why Teams Are Connecting Apps Before Buying New Ones

Axis Consulting outlines why businesses are getting more done by connecting the apps they already own with Zapier before adding another platform to the stack.

MIAMI, FL, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [Axis Consulting today](#) made the case that most workflow problems aren't tool problems, they're connection problems. And for a growing number of companies, the answer isn't another platform. It's Zapier, configured well.



The pattern repeats across growing companies. Sales runs a CRM, marketing runs an automation platform, support works from a ticketing system, and operations lives in spreadsheets, project boards, and dashboards. Every tool earns its place individually, and the workflow still breaks, because none of them share information.

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The best automation doesn't add complexity. It makes your existing systems work better together.”

Boris Tsibelman, Founder & CEO, Axis Consulting

"Most teams do not need more tools before they understand how their current systems work together," said Boris Tsibelman, founder and CEO of Axis Consulting. "A workflow problem often looks like a software problem, but the root cause is usually that information is not moving

clearly between people, processes and applications."

The information usually exists somewhere in the business. It's just not where the employee needs it at the moment the work happens. So people re-enter the same data twice, handoffs get missed, reports disagree with each other, and staff spend more time checking systems than serving customers.

Zapier sits in the middle of this problem. As a no-code automation platform connecting thousands of apps through triggers and actions, it moves information between the tools a business already runs, without a developer, without custom API work, and without ripping anything out. A form submission triggers a CRM record. A closed deal triggers an invoice. A new support ticket triggers a Slack alert. Each of these is a Zap, and stacked together they replace hours of manual coordination.

Lead management is the clearest example. Leads come in through website forms, paid campaigns, referrals, events, and outreach. If they don't flow cleanly into the CRM, reps get them late or with missing details, marketing never learns which leads turned into qualified opportunities, and leadership can't tell which channels actually feed the pipeline. Buying another tool doesn't fix any of that. A properly built multi-step Zap does, form submission triggers CRM contact creation, deal creation, task assignment, and a Slack notification to the assigned rep, all in seconds.

Customer service has the same disease with different symptoms. Support logs issues in one system while sales and account management work from another, so a salesperson walks into a renewal conversation unaware of an open ticket, the service team misses recent account changes, and managers reconstruct the customer story across four platforms. A few well-designed Zaps syncing records, updating statuses, routing requests, and triggering alerts between those systems close the gap without replacing anything.

Axis Consulting reviews CRM, sales, marketing, service, and operations workflows before building anything in Zapier, specifically to sort out whether the client is facing a missing tool, a poorly defined process, or a connection gap between systems already in place. Zapier consulting engagements run from workflow audits and integration mapping through Zap design, multi-step automation builds, filter and path logic, error handling, and post-launch monitoring, across CRM platforms, marketing automation, email, scheduling apps, support software, e-signature, finance tools, and analytics dashboards.

The firm draws one hard line: automating something because Zapier can is not a strategy. A Zap earns its place when it's tied to a business need, faster follow-up, cleaner reporting, fewer manual handoffs. Zaps built for their own sake become invisible costs, running quietly and moving data nobody uses.

"Automation should make the workflow easier to understand, not harder to manage," Tsibelman said.

Two things decide whether Zapier work succeeds. The first is data. If two systems use different field names, conflicting status definitions, or duplicate records, a Zap just moves bad information faster. Axis reviews data structure, required fields, naming conventions, and ownership rules before building anything. The second is testing: confirming how information moves between systems, what happens when records get updated, how Zap errors are handled, and who

reviews the Zap history when something breaks. Skip that step, and sync issues surface for the first time in front of a customer or inside a board report.

The broader shift driving this work is stack composition. Companies now run more specialized applications than ever, and most have no appetite for ripping everything out in favor of one giant platform. Keeping tools that work and improving how they share information through Zapier is cheaper, faster, and less disruptive than a major software migration.

There's an adoption dividend too. When systems are disconnected, employees build workarounds, side spreadsheets, manual reminders, private notes, because the official process is slower than their hack. Automate the real workflow with Zapier, and the approved process becomes the easy one.

For leadership, the payoff is decision-quality data: consistent numbers on lead volume, conversion activity, customer status, response times, and operational bottlenecks, without chasing updates from five departments.

Axis Consulting's advice to businesses considering a new software purchase: audit the connections first. A practical Zapier-focused review shows whether existing tools are underused, poorly linked, or genuinely missing a capability, and it prevents adding one more disconnected app to the stack.

Organizations interested in reviewing their [Zapier automations and workflow](#) connections can visit Axis Consulting at axisconsulting.io.

Axis Consulting helps businesses improve operations through CRM consulting, [Zapier automation](#), workflow design, system integration, and practical technology implementation. The company works with organizations that want simpler processes, better visibility, less manual work, and more value from the systems they already use.

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