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Welcome! If your account was created after January 20, 2025, you are using our new **Booking Calendars [New]**.

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Integrating Booking Calendars with CRMs [New]

Integrating your CRM with OnceHub ensures that as soon as a booking is made it automatically updates the corresponding record in your CRM. This process keeps contact and lead information current, enriching profiles with booking details without requiring manual updates.

By linking your **Booking Calendars** to your CRM, you can streamline data management and enhance the accuracy of your records.

To learn how to set up your CRM integration, click [here](#).

Supported CRMs

OnceHub offers native integrations with two leading CRMs:

- **Salesforce**
- **HubSpot**

If you're using a different CRM, you can still connect OnceHub via **Zapier** or the **OnceHub API**. These options let you automate workflows and push booking data directly to your system.

Benefits of CRM Integration

By integrating your CRM with OnceHub, you can:

- **Centralize Data Management:** Automatically sync booking details, keeping all client information in one place.
- **Update Contact Records:** Enrich CRM profiles with new bookings to provide a comprehensive view of client interactions.
- **Automate Lead Tracking:** Create or update leads automatically whenever a guest books a meeting.
- **Save Time:** Eliminate manual data entry by syncing OnceHub data to your CRM effortlessly.

Integrating OnceHub with your CRM not only streamlines data flow but also ensures your team has the latest client insights at their fingertips.

Using Default Values in CRM Field Mapping

Default values in OnceHub field mapping help maintain the completeness and accuracy of your CRM records, even when certain data isn't collected during the booking process.

How Default Values Work

When your CRM includes required fields, OnceHub automatically identifies them and lets you assign a default value during the mapping setup. This ensures all necessary fields in your CRM are populated, avoiding errors or incomplete records while maintaining consistent workflows.

How OnceHub Handles Existing CRM Data

When a booking is made in OnceHub for an existing CRM record, the system ensures data integrity by following these principles:

- **Selective Data Updates:** OnceHub only populates fields that are empty and updates the contact status as needed.
 - **Preservation of Existing Data:** Fields with existing values are left unchanged, ensuring that no important information is overwritten.
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