

CRM SOLUTION IMPLEMENTATION FOR INDIA'S LEADING PROPERTY CONSULTING COMPANY

KEY FEATURES

- CRM On Demand used to match the sales cycle and marketing activities of a property consulting firm.
- The system acts as a knowledge sharing platform for all stake holders.
- Value adds by web-services bridges the communication gap and increases the service levels.
- Automated sales process reduces the manual work.
- Unique user adoption services to train the users and trainers.

CRM solution is implemented as a system that captures various sales and communication activities of property consulting business. The system acts as a single information sharing platform for all the stake holders of sales cycle, where they collaboratively perform the assigned tasks. The customer specific challenges achieved through this implementation are – Document Collaboration, Robust Workflows, Reports and User Adoption after go live.

Industry Trends

CRM, offered in “Software as a Service” model is the latest trend in the industry. The web based CRM applications are delivered as services over the internet, rather than on local network like conventional CRM software. More and more vendors are developing CRM software solutions for specific vertical markets.

CRMIT answers not only the vertical specific CRM requirements but also company specific requirements. Being world’s leading CRMOD implementation partner of choice, CRMIT has successfully deployed CRMOD and web services to more than 30 customers across various verticals.

Business Problem

Property consulting firm is leading in Indian and has its clients and offices spread across various continents of the globe. The customer database has 40,000 records and still counting at an increasing rate. The business process encompasses web and telephonic enquiries.

Prior to CRM implementation, the property sales process was tracked and documented in MS Excel Based Templates and ACT. The following picture depicts the pre-project scenario :

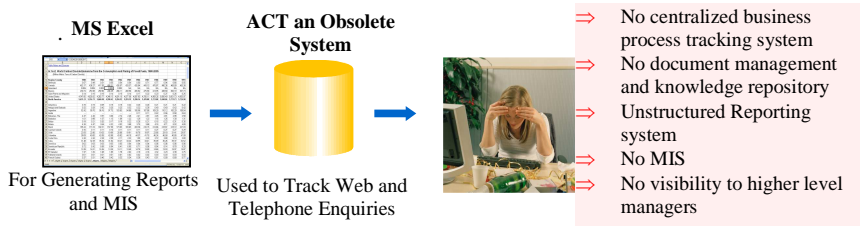


Figure i : System before CRM Implementation

The manual lead capturing had consumed more time there by bringing down the customer satisfaction level. The unstructured way of tracking business had created huge gaps in the communication, due to which there was a slippage in lead number. Many of the leads went un-noticed and dropped out of the sales cycle due to improper communication.

SIEBEL CRM ON DEMAND

SIEBEL CRM ON DEMAND

Comprehensive CRM for Maximum Results: Siebel CRM On Demand offers the most comprehensive set of sales, marketing, and service automation capabilities of any on-demand CRM solution.

CRMIT's SALES AND COMMUNICATION TRACKING SYSTEM

CRMIT used CRM On Demand as a 'Sales and Communication Tracking System' for the property consulting business. This system facilitates the sales automation and acts as a single platform for all the stakeholders of the business.

Solution Description

CRMIT offered a cost-effective CRM solution that brought both business and technical benefits. As a first step, CRMIT carried out a detailed study, analysis and understanding of the property consulting services' requirements. The standard CRM solution was tailored as per the needs and a system was generated for clients to property sales process. In addition, other customer specific features were developed using web-services technology and integrated with the CRM system for complete business benefit. The below picture depicts post-project scenario where the 'Sales and Communication Tracking System' has been implemented :

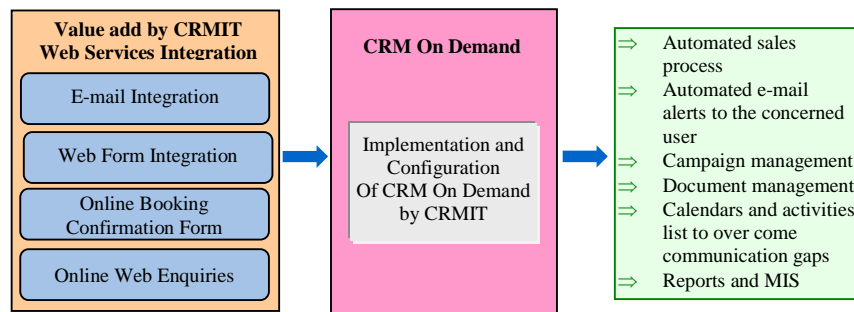


Figure iii : System after CRM Implementation

Key Features

- **Campaign Management:** The system is used handle various promotional activities such as - new launches and offers.
- **Document Management:** Various client related documents are maintained and a repository and used as source of knowledge or information. It also acts as knowledge base where historic records and communications can be maintained and used for future references.
- **Web Enquiry Management:** The leads are automatically captured from e-mails and websites. Automated e-mails are sent to the concerned user when the lead is logged in.
- **Lead Distribution Chart:** This feature facilitates auto transfer or assignment of leads to suitable member in the team, based on business rules.
- **Visibility:** A controlled features which facilitates data visibility among the stake holders. The controls are set at the team and group levels.
- **Calendars and Activities:** User will be able to fix the appointment and track it through out the sales cycle.
- **Reports:** Dynamic reports are generated for enquiries. Some of the reports which could be generated for analysis would give the information – number of leads or enquires logged in for regions, a comparative matrix for current month and previous month, status report of the leads.
- **User Adoption :** End users and trainers are trained to make the effective use of CRMOD

CUSTOMER EXPERIENCE

“The suggestion that Email Integration may not be the best solution in spite of CRMIT losing out on revenues was a clear indication of the honesty, integrity and commitment in terms of conducting business in an open and fair manner.”

Joint Value Proposition

CRM On Demand is a highly comprehensive and robust yet easy-to-deploy CRM solution. The success of implementation lies in working closely with the client and customizing the solution as per the needs and adding value through web services.

CRMIT used CRM On Demand as a ‘Sales and Communication Tracking System’. And made the property consulting business process more visible, controllable and measurable. The robust workflow has been automated to accelerate the productivity. For management to have visibility of global sales performance of sales dynamic reports module has been configured. This constantly tracks the stages status of sales across all the offices.

Contact Information

To know more about our products and services visit us at www.crm.it.com Or contact us directly contact@crm.it.com for further details.