

CRM IMPLEMENTATION FOR ONE OF THE LEADING MARKET RESEARCH SOLUTION PROVIDERS IN ASIA

CRMIT implemented a highly customized, configurable and scalable CRMOD solution for this client. The solution helped synchronize people, processes and technology to develop and strengthen relationships, increase profitability, productivity and reduce operational costs. Distinctive requirements achieved by the client were, Business Process Mapping and Tracking.

Industry Trends

Customer Relationship Management, once a traditional customer strategy is now making new strides. Old traditional methods of CRM are fast being left behind as companies try their best to cater to the clients with their latest trends of profound integration with customer analytics and business intelligence etc. CRM has now gained the potential to study the data available and offer predictive analysis as well. Gartner Says, “AsiaPacific Customer Relationship Management Software Market is set to Grow by 16.8 Percent Annually by 2011.”

Business Problem

Our client is Asia's leading Market Research solutions provider and pioneer of Information Warehousing. The client wanted to streamline their operations to help manage their customers and businesses with industry best practices. It was also to gain an insight into the behavior of their customers and modify & build their business operations to ensure that customers are served in the best possible way.

Business and Technical Challenges:

- Disconnected Business Process Management.
- Manual data entry at every stage of the process.
- Manual Process Planning, resulting in:
 1. Scattered data
 2. Data Duplication
- Ineffective status tracking.
- Generating Reports and Analytical Data was a Herculean task.
- Complex and overloaded Excel Databases, resulting in lost productivity.

The client thus, wanted a service provider who could help them implement the CRM solution and understand the idiosyncrasies of the solution. For this purpose, the client was looking for an implementation specialist who had prior experience and Domain expertise to help them add value to their existing business.

Solution Description

CRMIT was involved in the CRM implementation, configuration and customization of Oracle CRM OnDemand (OCRMOD) as per the business

requirements of this client. The requirements were recorded, critical process followed by the customer was understood and then the prototypes were developed for client presentation. Irrespective of short span of time, the change requests were also taken into account and the business best practices were implemented.

On the whole the team used the following components to provide incredible solutions to the client:

- OCRMOD
- Macros
- Oracle Email Marketing OnDemand (OEMOD)
- Java / J2EE

The following were the requirements offered by the client:

- Configuration and implementation of OCRMOD to suit their business requirements.
- Customization to automate and update the master database on regular intervals.
- Defined End-to-end Sales Process.
- Project Management Process.
- Defined Call Center Process.
- Data Management System inclusive of validation and authentication details.
- Reports and Analytical Data generation at set intervals (Hourly, Daily, Weekly, Monthly).

| S/NO | Organization Name | City | Board Telephone | Web Site |
|------|-------------------------------|-----------|-----------------|--------------------------------|
| 1 | 21st Century Consultants | Hyderabad | | www.amindia.com |
| 2 | 147 Seas Technologies Limited | Hyderabad | | www.21stcenturyrelocations.com |
| 3 | 80 N & Sitech Limited | Kolkata | (001) 6811 3800 | |
| 4 | 81 Arad | Mumbai | | |
| 5 | 102 21st Century Consultants | | | |
| 6 | 103 N & Sitech Limited | | | |

| Project ID | Org Name | Org Location | Stage | Owner Alias | Priority |
|------------|------------|--------------|----------------------|-------------|----------|
| ASDA-SPH10 | ASDA-SPH10 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH11 | ASDA-SPH11 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH12 | ASDA-SPH12 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH13 | ASDA-SPH13 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH14 | ASDA-SPH14 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH15 | ASDA-SPH15 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH16 | ASDA-SPH16 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH17 | ASDA-SPH17 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH18 | ASDA-SPH18 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH19 | ASDA-SPH19 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH20 | ASDA-SPH20 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH21 | ASDA-SPH21 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH22 | ASDA-SPH22 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH23 | ASDA-SPH23 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH24 | ASDA-SPH24 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH25 | ASDA-SPH25 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH26 | ASDA-SPH26 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH27 | ASDA-SPH27 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH28 | ASDA-SPH28 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH29 | ASDA-SPH29 | Chennai | For Quality Approval | Arush | 3 |
| ASDA-SPH30 | ASDA-SPH30 | Chennai | For Quality Approval | Arush | 3 |

The client expressed happiness and satisfaction with the structured process that was unknown to them. CRMIT was instrumental in stressing and implementing this aspect, to give the client an edge over its competition.

Business Benefits

- Retaining, refining, updating and expanding Customer database.
- Saving cost and Time in terms of:
 1. Reduced Manual Interventions.
 2. Minimum investment and zero maintenance cost.
 3. Complete elimination of imputed costs.
- Structured and standardized Processes in sales, call center, project management etc.
- Centralized Data System.

- Structured process against the complicated process.
- Unique user adoption services through trainings and other means.
- Easy and Quick Analytics/Reports generation results visible in all stages of the business cycle.
- Effective Sales Process: A simplified and cost effective, End-to-end sales process, resulting in an improved productivity.
- Easy handling of Duplicate Data sets.
- 100% Customer satisfaction.

Key Features

- Pre-sales and Sales Activities:
 1. Generating new business leads.
 2. New project initiation.
 3. Process for lead generation: Validate the contact details/opportunity and declare them as leads/valid prospects.
 4. Build and maintain internal lead database.
- Project Management Process: End-to-end management of project planning, execution and Delivery. The three functionalities that were performed with a call center team are as follows:
 1. Building / Updating / Validating Database for the business customers.
 2. Lead Generation/Capturing.
 3. Refining the already existing Database.
- Quality Checks: To double check the validity of the contacts or database before sharing it to the end-users.
- Delivery Team: Deliver the database with end-user requirements.
- Database Management System.
- Reports/Analytical Data generation: More flexible reporting configured to fulfill the management needs. The dynamic reports module assists to generate the reports such as Actual vs Planned sales by volume, value and margin by channel, service, customer and other variants.

Joint Value Proposition

- A centralized, structured and standardized process was initiated for Call center team & Project management team.
- Data duplication and Quality checks were implemented by creation of relevant applications.
- Our experience, expertise helped reduce the time in generating Analytics solutions in the system.

Why CRMIT?

The client chose CRMIT amongst the other vendors for the following

distinct attributes:

- Domain Expertise.
- Successful CRMOD implementations.
- Experience in Business Intelligence.
- Experience and Confidence of integrating CRMOD with other Systems.
- A single service provider for a wide range of system integrations with OCRMOD and other Enterprise class applications.

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