



**LOW (TCO)**

Total Cost of Ownership

**HIGH (ROI)**

Return on Investment

A True Multi-Channel Solution

Complete 360 Degree View

### Case Study: Implementation of CRM24X7 for Berden Group

#### Client

**BERGEN GROUP** established in 1984 is a high-powered, sure-footed and fast developing group, which has created a comprehensive and integrated solution for all the PCB problems of the Electronics Industry and the Automotive Industry. Bergen System has an impeccable track record of delivering and servicing of wide range of PCB Assembly Machines (ranging from SMD Pick and Place Machine, Wave Soldering, Reflow Soldering, Solder Paste Printer, SMD/BGA rework station, SMD Adhesives, Automatic Optical and X-ray Inspection, Environmental Test Chambers, Assembly line automation to Component Inserter Machine) and Wire Processing Machines (ranging from Wire Cutting and Stripping machine, Ultrasonic Wire Welding, Cable Harness Test System, Terminal Crimping, Crimping Presses & Applicators to Wiring Harness Taping Machines).

#### Challenge

- The most important selection criteria were to deploy ONE comprehensive CRM solution that can cater to the needs of all these departments (Sales, Customer Service and Inventory Management Departments).
- The Customer Service Department wanted the solution to not only manage Trouble Tickets but also manage Support Contracts (Warranty, AMC) and Support Calls (Preventive, Emergency Calls). When a Customer calls with a problem, the Customer Support Personnel should be able to find out whether the Product is under Warranty / AMC or if the client has purchased a set number of support calls (Emergency / Preventive Maintenance), how many calls on any of the category have been made till that date.
- The Customer Service Department also wanted a very comprehensive Engineer Schedule mechanism within the CRM to schedule site visits for their engineers.
- The Inventory Management Personnel wanted a the CRM to have a comprehensive Order Fulfillment Process so that both Sales Orders & Repair Orders are completely fulfilled (Pick, Pack, Ship, Fulfill, Close)

#### Solution

All the requested functionality was added to CRM24X7 and it is now possible to create and manage Support Contracts (Platinum, Gold, Silver), know Customer Entitlement and provide the optimal service as defined by the SLA. It is also possible to manage the number of support calls that has been provided to the client. Both these features help Bergen Group to generate additional Maintenance Revenue. The Engineer's schedule (site visit) is fully automated and this eliminates the possibility of multiple commitments at the same time. Order Fulfillment Process is so crucial to an organization that it can completely destroy Customer Relationship if the Sales Order or Repair Order is unfulfilled. Our comprehensive solution completely eliminates the possibility of not fulfilling any order.

#### Solution

CRM24X7 – easySales Module – Comprehensive Sales Force Automation Solution  
CRM24X7 – easySupport Solution – Comprehensive Customer Service Solution  
CRM24X7 – easyInventory Solution – Comprehensive Inventory & Order Fulfillment

#### Result

A Satisfied Customer – CRM24X7 is contributing significantly to the Company growth.

**CRM24X7 - Your Customer Relationship - Our Solution**

CustomerSupport - Sales & Marketing - Contracts/SLA  
Inventory/OrderFulfillment - Reseller/Service Partner Portal