



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 Idea Design Solutions

Client

IDEA DESIGN SOLUTIONS is an established organization that specializes in providing CAD/CAM/CAE Products & Services. They are the authorized Reseller for SolidWorks, a World Leader in complete 2D and 3D Product design solution and DEPOCAM, a powerful 3D CAM product that generates optimum roughing and finishing CNC toolpaths from the complex shapes generated by all major 3D modeling systems. Idea Design has 3 offices in India at this time.

Challenge

- The Sales personnel were generating several Demo requests each month and it took significant time, effort and money to arrange for these demos at Customer sites.
- Many of the demos weren't effective as the demos were pitched to an audience that didn't include the decision makers.
- Sales Cycle was getting longer and wanted a mechanism to reduce the cost of sale and also effectively manage the Pipeline.
- Wanted to up sell / cross sell to the existing Customer base.

Solution

We developed a Demo Request & Demo Approval process within the Sales Module. With the Demo Request Process, the Sales Executive has to fill the Demo Request Page within the Sales Module with all relevant information about the Prospect (Example: The details of Prospect, the product of interest, expected audience, confirmed audience, Date of demo, Competitor's Product used, etc.). Once this page is saved, it automatically gets dispatched to the Sales Manager. The Sales Manager can approve or deny. If the Sales Manager Approves, the Demo, it automatically gets dispatched once again to the Sales Executive. This completely eliminated the waste of time and money in arranging / giving demos and made their sales cycle lot more effective.

Solution

CRM24X7 – easySales Module – Comprehensive Sales Force Automation Solution
CRM24X7 – easySupport Solution – Comprehensive Customer Service Solution

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