

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 an IT Infrastructure Service Company

Client

Progressive Infotech is a leading independent provider of IT Infrastructure Services encompassing Integration and Management of IT Infrastructure, through its robust world class delivery processes to varied corporations of high repute. With over 550 employees, and a well-qualified and ITIL-certified technical team, Progressive services its customers through its reach in 80 plus locations across India. For its globally distributed customers, Progressive has set up a state-of-the-art remote Infrastructure management center in Noida, near New Delhi, which monitors and manages the IT Infrastructure of many companies in real time

Challenge

Needed a Comprehensive CRM that can cater to the needs of 7 Business Units with each having different Sales Cycle & Processes. Some of the Business Units were 100% service organizations and had no standard product or pricing (Product and Pricing is subject to the Client needs & duration). Very tight integration with MS Outlook as it is the standard email communication product across the company (opted not to use the email available within CRM24X7). Several business rules to ensure that proper escalations and notifications takes place for various events.

Solution

We had 6 weeks to analyze, develop, test and deploy the application to Progressive. Once the analysis was completed and sign-off obtained on the business requirements, the design team prepared the technical design to cater to the needs of the 7 business units, the sales processes of each of these units were added so that the moment the business unit is selected it comes with its sales processes. CRM24X7 was capable of handling Standard Products, Promotional Products and unlimited Price list with start date and end dates, a new layer was added to handle non-standard products and pricing. A very tight integration was built between Outlook and CRM24X7 by which every email sent or received will be migrated to CRM24X7 and will attach itself to the relevant Lead or Opportunity, so that all communication / interaction is centrally maintained within CRM24X7.

Result

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

Easy Sales Features

- Manage Campaigns, Adverts & Sales Promotions
- Generate Sales Prospects, Leads & Opportunities
- Define Targets & Track Performance
- Manage Accounts, Companies, Contacts
- Manage Customer Interaction (Phone & email)
- Manage Events & Commitments
- Manage Std Products, Promotions & non-std products
- Manage Up-sell / Cross-sell
- Manage Infinite Sales Price Lists
- Manage Sales Territories
- Manage Multiple Sales Quotes
- Manage Sales Order
- Manage Business Rules
- Integration to MS Outlook

- Management Dashboard

Benefits

- Increase Sales Revenue
- Acquire / Maintain Industry Leadership
- Achieve Product Differentiation
- Keep Intact all Sales Data in 1 Location
- Exceptional Follow-up with Prospects
- Increase Sales Executive Productivity
- Reduce Duration of Sales Cycle
- Measure Campaign / Promotion Effectiveness
- Acquire New and Retain Old Customers
- Global Competing Capability
- Increase Business Value

CRM24X7 - Your Customer Relationship - Our Solution

Customer Support - Sales & Marketing - Contracts / SLA
Inventory / Order Fulfillment - Reseller / Service Partner Portal