

CONSULTANCY AND OTHER SERVICES

Connecting a Global Services Business with CRM System

CHALLENGE:

- Understand who their customers are and what is driving revenue for a particular customer category
- Integrate yahoo analytics data with CRM data to be able to track the lifetime revenue of a particular campaign.

SOLUTION:

- Implement CRM system to establish a common customer database
- Link all applications to the CRM system such as the website and email marketing solution
- CRM solution 'source of truth about the customer'
- Standardize marketing campaign development on a global scale.

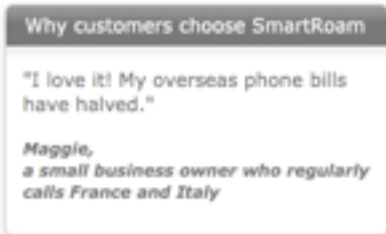
RESULT:

- Streamlined marketing and sales process
- Increased efficiency on marketing campaign
- Reduced lead generation data errors by 25 percent
- Improved resource utilization in leads by building integration yahoo analytics and by CRM system
- Increase ROI by 37%
- Understanding of which campaigns drove the highest lifetime customer value



CRM systems can be used in many industries from manufacturing to consulting and other service oriented companies. Estorm Technologies has recently completed an implementation for a medium sized service company (SmartRoam Pte Ltd, <http://www.smartroam.net>) with offices in Singapore, Thailand and Indonesia. SmartRoam provides low cost international roaming services in 20+ countries without paying exorbitant fees for international calling or roaming. They also allow SME's to own phone numbers in other countries which allows the SME's customers to contact them easily.

In 2009, the Smartroam decided to evaluate the potential for using a Customer Relation Management (CRM) system to be, as their VP of marketing calls it, 'the single source of truth about the customer'. In addition they wanted the CRM to track every action on the website by an account. Their desire for this was driven by the need to understand who are their customers are and what they want for eg: the customer might be a foreigner student studying abroad



(Singapore), and she/he needs to call their family regularly in Indonesia. Alternatively the customer might be a SME who wants to provide a US telephone number to their customers. SmartRoam wanted to understand which campaigns drove which customers to the website and the lifetime value of the customer.

Linking global marketing and sales lead process via Yahoo Analytics integration with CRM and web site Web Services integration

SmartRoam decided to use yahoo analytics to understand better of their potential customers and why they approached them. Using yahoo analytics they can capture information about all the visitors and furthermore using custom variables are able to link account registration to the customer itself. The CRM system is updated with the yahoo analytics data using a bespoke application. With Estorm CRM's ease of use and its simple configuration to integrate with Yahoo Analytics, it helps their staff to share data from the campaign to able to track online sales leads and profitability by customer and campaign to ensure they get better ROI on their marketing spend.

Collaboration drives quality, increases efficiency on marketing campaigns and understanding of lifetime profitability of a marketing campaign

By implementing the Estorm CRM system, the company has increased the marketing efficiency and improved sales delivery to customer. They can now send out targeted campaigns to users at different stages of product usage. The company has compressed its marketing and sales cycles, reduced marketing and lead information errors by 25 percent and streamlined communication among marketing and sales personnel through the use of a common tool. Estorm CRM system is a hosted solution that does not require any expensive hardware and any updates are automatically applies. Hence, SmartRoam is able to track all the activity on their website, can track email enquirers and understand it on a customer by customer basis including profitability by customer.