



CIRROLOGIX

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Cirrologix's Highly Versatile & User-friendly Salesforce.com CRM Solution: A CASE STUDY



Summary:

The transformation from Excel sheets to a cloud-based single, enterprise-class data management and customer relationship management system boosted accuracy and efficiency for the client*.

The Salesforce.com CRM solution provided by Cirrologix helped the client company make its sales cycle more efficient, and enabled it to curtail its operational expenses. There was an increase in productivity by nearly 33% and total sales increased by 30% after implementation.

About Cirrologix:

TEstablished in 2012, Cirrologix is a global company built on the principle of promoting cloud based technology through its business applications. The company, dedicated to environmental sustainability issues, offers viable and scalable technologies. Headquartered at the IT hub of India in Bangalore, the company is expanding its services by enabling companies to reach the cloud and beyond.

Challenge:

The client company, headquartered in Bangalore with five different branches, has a growing business in the field of IT. Along with direct sales and support, it serves more than 1000 customers and has sales representatives all over India. However, the client was facing some major issues. The company was finding it hard to manage their customer data.

Note: *Client name is not disclosed due to privacy reasons.

Their sales people were neither able to manage their clients nor know about the leads owned by them; they had no record of their communication with clients. Managers could not get better insights into the activities of their teams despite holding tighter control over the sales cycle.

Solution:

Cirrologix implemented Salesforce CRM for the client's sales team, which helped in sales process standardization and better customer relationship management. The system at the client company is now configured to manage the sales process from cold calls to lead qualification, opportunity management, quote generation, competition tracking, post-sales customer interaction, and follow up activities.

Salesforce.com CRM is implemented for Marketing, Presales, as well as the Sales team. Salesforce.com CRM was customized with various workflows and approvals for lead qualification and price discounts. It automates alerts, triggers and strengthens the sales cycle, and improves process compliance.

Outcome:

Salesforce.com CRM enabled the client to boost forecasting accuracy of sales by 44%, and helped increase their deal size. Salesforce.com CRM's user-friendly interface encourages high user-

adoption resulting in better quality of data for analytics. As a result, client management has now become much easier. Problems due to the old system were solved, and maintaining an Excel sheet has become obsolete. Sales people are now aware of their leads, and the system keeps track of their communication with customers automatically. Managers are able to monitor sales team better, help keep the sales on track, and estimate probable revenues using forecasting option, dashboards, and reports.

Testimonial:

The Salesforce.com CRM is a game-changer. It has helped us thrive in this competitive world and has driven additional revenue for us. Running all these applications on the Cloud platform has changed everything in my organization and the operational cost really boils down to a great extent.

_Ranjith Swaminathan, VP Sales

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