



CIRROLOGIX

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Salesforce.com - Cirrologix's Top-Notch CRM Solution

CASE STUDY



Client:

The client* is a retailer with a chain of supermarket stores in Bangalore. The business is well-established and has been thriving since 12 years. The client has the vision of establishing a retail chain all over India in the next 5 years.

The scenario:

The client has well-grounded supermarket stores in the interior parts of Bangalore. According to the feedback given by few regular customers, the model for communicating and transacting with customers was improper. The interaction between customers and the retailer was ineffective. There was a need for social integration and better customer relationship management. This helps the retailer in understanding customers' choices and their preferences. This in turn empowers the retailer to assist them in buying and recommending shopping ideas. Hence, the client approached Cirrologix which provided them with the customer relationship management solution.

*Client name withheld due to confidentiality reasons.

Solution:

In order to help the client maintain better customer relations, Cirrologix implemented Salesforce.com retail CRM solution for the client. With this solution, the client was able to access various features for his store such as, Campaign Management, Real-Time Offers, Customer Analytics, In-store CRM, Customer Support, Loyalty Management, and Social Media Integration.

The CRM's social media integration feature has the abilities to view customers' activities on various social media platforms. CRM can monitor the customers' day-to-day activities, and depending on posts they make, can recommend various shopping options, ideas, and offers to them.

Implementation of CRM solution transformed the retailer's methods of interacting with customers as well as the store management system. Cirrologix provided CRM implementation for all supermarket stores of the retailer in Bangalore, and the client is now entirely working on cloud computing technology.

Outcome:

The implementation was a great success for the client. The retail chain is now able to manage its customers extremely well and also maintains good relations with them. The stores are currently more productive and efficient. Continuous customer engagement has now become easy and the client is able to achieve multiple sales, services, marketing, product, loyalty, and training management options by using Cirrologix's Salesforce.com retail CRM solution.

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