Technology effectiveness

DiGi Telecommunications is a leading mobile communications company in the industry, however the rapid customer growth grows to be a challenge for them as it is overwhelming their sales and service delivery teams. Thereby, DiGi implements the technology of Customer Relationship Management (CRM) effectively to deal with this issue. They choose to use Sugar ProfessionalTM to manage the enterprise customer relationships and ensure high level of their customer satisfaction.

They began to work with iZeno, a SugarCRM Gold Partner, to implement this CRM software package called Sugar Professional On-Site to help ensure the data security and control. This software installed does help them in delivering a better value for their customers and giving right customer experience as promised. This investment of DiGi on Sugar Professional gives them a lot of advantages in return. With iZeno and SugarCRM, DiGi is deploying an effective CRM system. Zeno helped Digi break down the key processes that needed improvements and developed an implementation plan that would map Sugar Professional with core systems to automate the processes—leads identification and tracking, proposal generation, accounts validation, approval matrix, contract generation, order fulfillment tracking, billing system integration, and reporting. iZeno not only helped with the deployment but also the training and user acceptance that is critical to any successful implementation.

SugarCRM's easy-to-use interface with customized fields makes data entry simpler for DiGi salespeople, than when they were using domestic processes to manage customers. Implementation of SugarCRM also helped DiGi to ensure an effective management of sales leads from various leads sources.

Previous common problems faced by DiGi salespeople associated with sales information that is not focused, has been solved. With a centralized system of lead information, including emails, calls, campaigns and meetings, DiGi salespeople saw benefits almost immediately.

The new system also established a full integration with fulfillment order system and billing system that lessen manual data entry and automated processes. Hence, this allowed the salespeople to spend more time selling. iZeno employed workflow rules that would automatically direct leads to sales team based on specific characteristics, such as lead source. This action of allowing auto-assign of leads to sales team has made the tasks of DiGi salespeople easier.

Sugar Professional also incorporated sales and delivery information in one system to allow salespeople to ensure delivery of equipment and activation of lines on time. This serves as a way out for the challenges that the salespeople met formerly—inputting data manually into multiple systems and problems on tracking lines activation status. The CRM software also provided customized reports for management. Its user-friendly reporting tools allow executives to create charts and customized reports. This provides the management a 360°view of accounts, sales targets and business line performance.

This also improved the understanding of DiGi in the status of opportunities and the tracking of the success of marketing campaigns. In a nutshell, DiGi Telecommunications has always been focusing on customer acquisition and satisfaction. The CRM software—Sugar Professional that DiGi implemented

has helped to deliver the values they promised to customers and to better service customers through the sales cycle. As what Christian Schutt, Head of Operations at DiGi said, " With the help of iZeno, Sugar Professional has removed obstacles and unlocked the potential of our sales teams. "