

Case Study: Aurec Consultancy Pte Ltd

OVERVIEW

Aurec Consultancy Pte Ltd is a telemarketing company which provides service of outbound and inbound support to their clients. Although the main driver of the business are professionally qualified telemarketers, but to increase the level of productivity and efficiency there was a requirement of CRM software solution to aid the telemarketers.

CHALLENGES

To be an efficient telemarketing service provider, Aurec required to find out a best possible solution to maintain their database, managing the leads, manage administrative support functions and generate reports for tracking their efficiency.

Aurec was looking for a system which can give solutions to the following process challenges:

- Managing the leads involves uploading customer records, assigning each of these records to individual agents, exporting the records with the latest status and to maintain the call history.
- Support functions such as Administrator, Supervisor and Agents activities follow up and their access rights.
- For easy access of call log activities they need reports to be portrayed on daily and weekly sales basis depending on the date logged.
- Telephonic integration in order to interface with the customers.

SOLUTIONS

teamWork CRM provides fully integrated web-based solution to maintain the database, to capture sales, marketing leads to enhance the customer relationships. teamWork CRM 3.0 cater to the need of the business of having an automated system which provide customer records, customer interaction details, manage sales leads, employee record etc

The main benefit for Aurec was ability to collect all necessary information, record and store all necessary customer data on a single platform with easy navigation to different sections which is of great importance to improve the service quality.

After implementation of teamWork CRM, telemarketers were able to receive all necessary data about the client immediately before making a call. It helped them to learn about all customers' preferences in advance. It made the process fast and reduced time of call duration which is necessary for an achieving high call efficiency.

teamWork CRM helped to maintain reliable database, application folders backup and archival facility in local support (Remote & Onsite)

In addition to this it resulted in the increased level of automation along with reduction of operational costs.