

Selangor Dredging boosts its property management capabilities with iZeno's SugarCRM Professional

Overview

■ Challenge

To keep up with the evolving challenges of an emerging property market and the rising demand for properties, Selangor Dredging wanted to be more effective in its services to their clients by improving its ability to track all activities related to its marketing, sales and customer feedback.

■ Solution

To improve customer interactions, Selangor Dredging engaged iZeno to implement SugarCRM Professional, which runs on IBM SmartCloud.

■ Key Benefits

- Improved integration with existing websites for centralised key messaging.
- Enhanced event management capabilities to plan, execute and implement events end-to-end.
- Visibility of ROI from past and current campaigns with updated marketing management features.
- Leveraging on new features to convert survey numbers into calculated projections.
- Ability to include SMS messaging capabilities into its marketing mix.
- Enhanced customer service with integrated feedback and defects management system.



Selangor Dredging (SDB) is a quality lifestyle property company based in Malaysia. Starting off as a tin mining company, it now has diversified into other areas of business. SDB is now focused on property activities – property management and leasing, hotels and most recently, property development. To achieve the goals of its growth strategy, Selangor Dredging determined it needed to improve all levels of its sales processes and customer relationship management with an open, flexible and intuitive CRM solution.

There were a few critical components that had to be addressed when it came to SDB's overall approach to its customer relationship processes:

Key Challenges:

- To streamline processes and improve visibility of customer data in order to provide better customer support.
- To boost performance levels in all its sales, marketing, finance and customer service teams.
- To track and report detailed levels of customer activity that provide insights that influence business development strategies.
- To be able to integrate with its existing property management solution, Wiz.

Solution:

IBM organises many co-marketing events with its business partners to drive lead generation throughout the year. It was during a specific CRM Acceleration Malaysia event, co-organised by IBM, SugarCRM and iZeno that SDB learned about SugarCRM Professional.

From iZeno, SDB discovered how customers in the property industry leverage on CRM solutions to optimise their marketing, sales and customer support processes.



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During the evaluation process, SDB also considered other competitive CRM brands. In the end, SugarCRM Professional, which runs on IBM SmartCloud, was chosen. SDB's decision was based on SugarCRM Professional's open source nature, its ease of integration with SDB's existing property management solution, Wiz, its in-depth reporting abilities and the delivery of a single view of customer interactions across sales, marketing and defect management.

Marketing done the SugarCRM way

SDB engaged SugarCRM Gold Partner iZeno to implement SugarCRM Professional Edition to transform their CRM processes. It transformed SDB's sales processes, enabling it to track results from marketing activities more effectively and respond to customer complaints more efficiently. Since SugarCRM Professional is easily customisable, SDB incorporated the SugarCRM Professional SMS module to support 2-way SMS as another channel to reach out to its customers.

Improved sales productivity

With SugarCRM, SDB's sales productivity increased by 50 per cent. The new solution has improved the tracking of SDB's customers in the sales pipeline tremendously. Prior to this, the online retrieval of customer bookings was a difficult process as most of the information was not centralised. Now, tracking, automation and reporting have been significantly enhanced by iZeno's customisations.

Faster customer response times

SDB was able to cut the response time to customer complaints by 80 per cent. With the older solution, where customer complaints were tracked by paper records, SDB faced the challenge of responding to defect complaints in its properties in a timely and efficient manner. With the implementation of SugarCRM Professional, the customer complaint process is now paperless and is handled in a timelier manner.

SDB, with SugarCRM Professional, is now able to streamline its business operations to ensure that its customers are served in the best possible way. This has enabled SDB to improve its value of service to its customers.

About iZeno Pte Ltd

Established in 2003, iZeno is a premier solution provider of best-of-breed Open Source business applications in the Asia Pacific Region. iZeno has successfully implemented open source solutions such as CRM (SugarCRM), Business Intelligence and Infrastructure solutions for small and medium as well as large enterprises with revenues up to \$10 billion, in multiple industry verticals.

iZeno's professional services include open source business application consulting, system integration and training. Our experienced team leverages extensive industry and domain experience and flexible tools and methodologies to successfully deliver seamless solutions including implementation, customisation, integration, data migration, training and support. For about 3 years since, iZeno has been actively working with IBM on co-marketing as well as leveraging on its vast presence in the region for overseas collaboration. iZeno continues to work closely with IBM to provide a cost effective solution to its clients. To learn more about how to be a IBM Business Partner, visit: www.ibm.com/partnerworld

To learn more about IBM Business Partner iZeno, visit: www.izeno.com

About SugarCRM

SugarCRM, which runs on IBM SmartCloud, is the world's leading provider of open source customer relationship management (CRM) software. Over 7,000 customers and more than half a million users rely on SugarCRM to execute marketing programs, grow sales, retain customers and create custom business applications.

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