



Company Profile

Headquarters

Prague, Czech Republic

Founded

1991

Company Description

CCA Group a.s. is the leading provider of IT services (system integration, document management system, education management, IT training) in the Czech Republic.

Industry Sector

IT

Website

www.cca.cz

Solutions

Sugar Professional™

Introduction Period

3 Months

Project Objectives

Implement SugarCRM for optimizing sales and improving sales monitoring.

Create a uniform database in the sales department, a central database for the collection and processing of customer data and a simplified evaluation of acquired data.

Thanks to Sugar Professional™, the Czech IT Service Provider CCA Group a.s. boasts perfect customer management and enjoys new sales opportunities.

CCA Group a.s. optimizes its customer management with the help of Sugar Professional!

CCA Group a.s. is the leading provider of IT services in the Czech Republic. The company specializes in the areas of system integration, document management systems, education management and IT training.

Project Objective

Until recently, relevant customer information (e.g. arrangements or appointments made in the past, future projects being planned and new sales opportunities and what kind) used to be noted and processed in Excel by employees at CCA Group a.s. in a time-consuming and confusing manner. Afterwards, more time was expended to enter the most important data into the existing Enterprise Resource Planning (ERP) system. This data was also transferred to the existing Free Version of SugarCRM. The staff of CCA Group a.s. quickly recognized the advantages of SugarCRM and therefore decided in 2011 to upgrade from the Free Version of Sugar to Sugar Professional. The primary project objective was sales optimization, with the help of a new solution, as well as improved sales monitoring. There was a demand for a uniform database so that data in the sales department would become easier to understand and follow. For example: "Which employee is involved in what project at any point of the project?" "What new sales opportunities are opening up?" With the new structures, all work processes were meant to be shortened and monitoring of the most recent status of customers and of the market was to be improved. The sales department would therefore receive customer-specific information faster. For example: "Who is the customer?" "What product is the customer interested in?" "Is a separate market strategy needed in order to make it easier to sell a product?"

The Solution

CCA Group a.s. was looking for a more effective solution in the areas of customer relations and customer loyalty management. Every employee and every manager should be able to get an overview of any customer and should always be fully informed about the status quo of a business relationship. For example: "What appointments are coming up?" "Which employee is involved in which customer order?" A data platform containing this kind of information has to be locally accessible to members of the sales and marketing staff on the spot, both simultaneously and independently. CCA Group a.s. chose Sugar Professional because this solution best met the desired requirements, i.e. clearer structures and a database covering all departments – all at an excellent price/performance ratio. Furthermore, the solutions by Sugar are characterized most notably by their ease of use via the internet. The solutions by Sugar help their users centrally document customer relationships with other organizations and contact persons. Having modules such as Contact Persons, Organizations,

"With the help of Sugar Professional we are gaining insight into having potential customer data and support data in one place and are able to attract many new customers!"

Jan Jůza, Business Development Manager at CCA Group a.s.



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Offers, Notes, Phone Calls, Meetings and Tasks, as well as the possibility of evaluating information statistically, meant that Sugar Professional was the perfect solution for CCA Group a.s. In addition, Sugar Professional offers workflow automation as well as access control mechanisms. These features optimize information flow in the corporation and ensure the protection of confidential data. Another advantage is access to Sugar partners and to the support team. CCA Group a.s. is more than happy with the choice. Sugar is now the data platform at CCA Group a.s.. All changes added within the system are reconciled and updated using Sugar. Within a very short time, Sugar has become an integral part of CCA Group a.s.. The entire project was completed in the span of only three months.

The Advantages

With the help of Sugar system solutions, CCA Group a.s. employees can react to the needs of their customers in a flexible way and always maintain a perfect overview. Immediately after the system is implemented, employees can view all relevant information. For example: "What meetings are being planned?" "What exactly is the e-mail history?" "Is there a need for a special marketing initiative?" The solutions by Sugar enable the employees of CCA Group a.s. to add more transparency and effectiveness to its sales processes. Steps in the work process can now be viewed and traced in detail. Based on data collected by Sugar, comprehensive evaluation is now possible. For example: "What is the status quo of a particular sales process?" "Which employee is involved in what processing activity?" "Where can individual documents be found?" "What new sales opportunities are available?"

About CCA Group a.s.

CCA Group a.s. is the leading provider of IT service in the Czech Republic. The company specializes in the areas of system integration, document management systems, education management and IT training. Headquartered in Prague, CCA Group a.s. was founded in 1991 and employs more than 80 staff members in Prague, Pilsen and Brno. Among the company's most important customers are Skoda, JS, Czech Airlines, Tatra, Brano, Madeta, etc.. CCA is also a partner of Oracle, SAP, IBM, Microsoft and Adobe.