

With the help of Sugar Professional, Green Valley gains more than twice as many customers!

Thanks to Sugar Professional, Green Valley, the Dutch provider of Content Management System (CMS) solutions, achieves perfect integration between Enterprise Resource Planning and Customer Relationship Management.

The Initial Situation

During the past few years, Green Valley found that not only had collecting relevant customer data become increasingly complex, confusing and expensive, but, above all, so had the administration of such data and the continuous customer management. Frequently, neither enough time resources nor the right technical conditions are available for such administration to be truly professional. Until recently, Green Valley used the customer relationship management system NetSuite CRM for supporting its work processes. However, this solution proved to be inadequate, particularly in the area of customer management. No overview of relevant customer data was possible. More transparency was desired. There was also demand for a uniform data pool that could be accessed by sales and marketing staff simultaneously and independently in order to gain insight into relevant customer data, so that better communication with customers could be achieved and potential new customers could be targeted and processed appropriately. Green Valley wanted to change its CRM solution and decided to switch to SugarCRM to reach precisely these objectives!

The Challenges

- Implementing SugarCRM as a uniform system for recording, processing and controlling new customer contacts.
- Migration from NetSuite to SugarCRM, and import existing data with the help of the implementation system "ELT".

The Solution

First priority: For the benefit of the approximately 30 employees, and in the shortest possible timeframe, clearer structures were to be created and customer management was to be organized to be even more successful. How was this to be done? With the help

of a CRM system which provides an overview of all customer data, information and processes. Important was also the migration from NetSuite CRM, which was already in use within the company, to SugarCRM. Green Valley wanted to implement a new CRM system which had to be easy to understand and very simple to operate.

The Advantages

Since January 2010 SugarCRM functionalities have allowed responsible employees of Green Valley to view a wide range of information during customer contact. What products is the customer interested in? Is he or she a regular customer, and how many activities is he or she engaged in at present? How many support cases have occurred in the past? Have all invoices been paid? With a 360° view of the customer, all relevant customer data, support cases, unfinished and finished activities, notes, archived e-mails, deliveries and invoices can be examined. At the same time, thanks to the solutions implemented by BrixCRM, all requirements regarding adaptability to the system environment of Green Valley could be met without problems. The Green Valley Project demonstrated the unique scalability that SugarCRM is capable of. Not only were opportunity management and the offer process harmonized, but standardized sales reporting was also introduced. Furthermore, functional enhancements of the CRM functionalities are planned for the future.

- A 360° view of the customer, all relevant customer data, support cases, unfinished and finished activities, notes, archived e-mails, deliveries and invoices.
- Sales projections and a perfected management of sales campaign.

“ SugarCRM perfects our customer management and supports us actively in attracting new customers.”

Jacqueline Slingerland,
Marketing Manager at Green Valley

About Green Valley:

Green Valley is a full-service business which has specialized in the development and provision of user-friendly Content Management System solutions. Be it internet or intranet presentations, online portals or digital services (e.g. e-business applications, service centers, knowledge databases), Green Valley supports its customers during the entire development process from design to application of the finished product. At the same time, Green Valley can look back on years of experience at home and abroad and make an impression with this easy-to-use One-Click-Content-Management® technology.

About BrixCRM:

The CRM innovators at BrixCRM offer solutions such as CRM implementation and consulting services, on-demand hosting, local CRM support and tailor-made portal applications. For more information see: www.brixcrm.nl



At a Glance:

The Company:

Green Valley is an agency which has specialized in developing and providing user-friendly Content Management System solutions.

Headquarters:

Delft, Netherlands

Year of Incorporation: 1998

Website: www.greenvalley.nl

Solutions Used:

Sugar Professional

Implementation Partner:

BrixCRM

Project Objectives:

For SugarCRM to be used as a Customer Management System and central database for recording, processing and controlling new customer contacts — a bridge between a database portal (Enterprise Resource Planning System NetSuite) and SugarCRM, and import of current data with the help of the implementation system “ELT”.

SugarCRM

Customer Relationship Management (CRM) Software für Ihr Unternehmen: Aus der Cloud, online, on demand, oder auf Ihren Systemen. Eine gute Integration mit E-Mail und mobilem CRM.

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