



Case Study:

Web integrated CRM to improve sales,
marketing & customer service effort

Quick Facts

Region : United States
Industry: ISV

Customer Profile

The client is a leading ISV established in 1994 offering cutting edge bioinformatics software products and services to government agencies, pharmaceutical, biotechnology companies and academia across the globe.

Business Situation

The company has been growing in terms of customer base as well as number of products that they offer. It was getting difficult for the support staff to access and manage the information needed to provide good customer service to their dealers and customers. Management also lacked the reporting capabilities needed to assess customer service effectiveness.

Solution

Apticraft worked with the client to build a web enabled customer service solution to manage all the information related to the clients products / projects, versions, prospects and customers, distributors, partners etc. It helped both the clients and its dealers to handle even the most complex customer inquiries. This also provided the managers a 360-degree view of customer service operations

No.	Name	Category	Email	Join Date	Summary
33909	Altenbach, Susan	Customer	susan.altenbach@ars.usda.gov	04/27/05	09/30/08, M fold issue
74048	Altenbach, Denise	Customer	altenbach@bioreba.ch	02/22/07	11/02/07, Converted from prospect to cus...
2592	Alterson, Harold	Customer	no_email30@null.com	04/26/00	01/11/10, PREMIER Biosoft- Primer Premie...
93815	Altman, Michaela	Customer	michaela.altman@ages.at	10/27/08	11/26/08, PREMIER Biosoft extends a welc...
40783	Altpeter, Fredy	Customer	faltpeter@ufas.uff.edu	12/10/04	01/18/07, AL sell thru campaign.
60126	Alvarado, Jaime	Customer	alvarado@tamug.edu	10/11/06	11/23/09, Premier Biosoft- Suggestions
51904	Alvarez, Consuelo	Customer	alvarez@longwood.edu	02/02/06	03/04/06, PREMIER Biosoft extends a welc...
38403	Alvarez, Consuelo	Customer	alvarez@longwood.edu	08/16/04	02/06/06, Converted from prospect to cus...
43337	Alvarez, Isabel	Customer	ialvarez@serida.org	04/13/05	03/26/07, AL sell thru campaign.
57042	Alvarez, Moises	Customer	malvmao@upo.es	03/15/05	07/06/06, Converted from prospect to cus...
30092	Avelo, Jose	Customer	jose.avelo@us.army.mil	07/23/03	03/26/07, AL sell thru campaign.
40673	Aves, Fernando	Customer	favres@vet.ksu.edu	03/04/05	03/26/07, AL sell thru campaign.
889	Aman, Pierre	Customer	pierre.aman@lcr.med.gu.se	03/05/02	01/11/10, PREMIER Biosoft- Primer Premie...
53838	Amantini, Consuelo	Customer	consuelo.amantini@unicam.it	03/28/06	01/18/07, AL sell thru campaign.
41373	Amiar, Salomon	Customer	samiar@bu.edu	02/03/05	01/10/09, Pending Activation Processed
93170	Ambavaram, Madana	Customer	mmreddy@vt.edu	10/20/08	11/19/08, PREMIER Biosoft extends a welc...

The CRM provides the support executives with a single window which comprises of consolidated call related information specific to a customer/ dealer . Now they can easily access the information they need to provide excellent and timely customer service.

The seamless integration of the CRM with the clients website and products, by providing forms on the website for clients customers to register and interact with the client for – product quote, customer support, or any other information.

Place an Order

Order Using Purchase Order or a Credit Card
 Purchase Order Credit Card

Your Information (Buyer)

First Name* :

Last Name* :

Institutional affiliation* :

Department* :

Address1 :

Country* : United States

Phone1* : - - -
 Country - City/Area* - Phone* - Ext. (optional)

Phone2 : - - -
 Country - City/Area - Phone - Ext. (optional)

Email* :

Alternate Email :

Information of the Principal Investigator (PI), if Available
 A PI is the Principal Investigator of a lab/project. The license of this purchase will be registered to the PI (licensee). Check "Same as above" if you are the PI. If the PI is someone else, you can provide his/her information here, if available.

Note: The PI's information is required to register the purchased product but is **not mandatory** to process the order. The PI can also provide his/her information later while activating the product.

Same as above. PI is different.

Technologies

Platform:

- Deployment – Linux
- Clients – IE(All versions), Mozilla(All versions), Safari,

Development environment:

- Language: Java, J2EE, JFC/Swing
- Design Tools: UML, Poseidon, Design Patterns, OOPS
- Editor: Eclipse, Forte
- Framework: MVC, Struts
- Scripting Languages: XML, AJAX, Java script, CGI PERL
- Servers: Apache Tomcat, Red Hat Linux, Resin
- Database: MySQL, JdataStore, JDBC
- Operating Systems: Windows, Linux, Mac OS X 10.X
- Browsers Supported: Internet Explorer, Mozilla Firefox, Google Chrome, Safari
- Other Tools: Hibernate, iText, Authorize.net payment gateway, Ant, CVS, log4j, Junit etc

For more information

E-mail: info@apticraft.com

Phone: +91 (731) 257 0081-2-3

To know more about Apticraft Systems, please visit our Website at:
<http://www.apticraft.com>

Key Advantages

Deploying a CRM and its web integration has enabled the client to reduce system downtime while increasing employee productivity.

Key benefits achieved include:

- **Product activation tracking and authentication:** Integration of the products activation mechanism with the CRM, enabled tracking and authentication clients customers.
- **Increased employee productivity:** Integration of the CRM with product activation mechanism reducing the time required to manually enter orders in two systems, search for information, and verify information.
- **Increased marketing productivity:** It is now possible to send promotional emails to prospects and customers. Rapid access to customer profile enables the marketing team to build more effective lead generation and promotional campaigns effectively and quickly.
- **Reduced customer call support costs:** Better access to information in the call center and more self-service information available via the Web has reduced calls to the call center while reducing the time for call resolution.
- **Improved visibility and analysis of customer trends:** Analytical tools enable managers to drill down into customer information for better forecasting and planning.
- **Increased customer satisfaction :** Access to self-service information as well as better sales follow-through and customer service has increased client's customer satisfaction.