Ensuring Efficiency with Plum CRM

Client Profile

Client: Biggest privateport in Asia

Background:

- KPCT is one of the largest upcoming ports alongthe Indian East coastline
- High productivity port
- Dedicated to nation on July 17, 2008.
- No. of locations: 10+
- No. of users: 40+

"PlumCRM has helped us in streamlining our business operations and ensuring increased productivity. With the power of CRM, we are now able to better manage our customer activities and have an overall supervisory control over all locations."

-Busines Head,

Krishnapatnam Port Company Limted

Business Challenge

Client is the biggest port in Asia catering to offloading of cargo from the ships that berth at the port.

KPCL has an in-house sales and account management team that maintains the existing customers /relationships and is also responsible for bringing in new customers / business for the port.Every sales person was required to record their sales activitysuch as customer interactions, follow-ups, customer conversion on daily basis manually and the reports were then created on MS Excel for reporting purposes.

The company was using an existing CRM application that was developed in house. The system was not able to provide adhoc reports and dashboards as required by the management.

Some of the data was maintained in excel sheets and transmitted via emails. Since this is a Port services company, customer management is a crucial component. Data was stored on excel spreadsheets manually and retrieving any data at any given point of time was extremely challenging and time consuming.As their port services are controlled and maintained at remote locations, management needed a way to coordinate and communicate in a systematic way.

Solution

Plumsoft provided the Plum CRM module with an integration of customer relations and task management. As the solution is online, now the company can learn customer needs and behaviors to develop stronger relationships within no time. The modules provide demographic information, their status, customer interactions and information is updated instantly without any time lag. Plum improved the services to customers and reports can be generated based on each customer/client.

Results

The flexibility and customization offered by PlumCRM enhanced the overall efficiency of the organization. The management found it easier to monitor marketing activitesof the various branch offices.

- With successful implementation of PlumCRM, sales teams of client had access to real-time information on current and future demands.
- The management and staff got real-time access to up-to-date data.