

Enhances Customer Experience Through Omni-Channel Interactions

SugarCRM

Client Overview:

- Client aims to create and build a ubiquitous platform to deliver products which will offer assistance and protection across different verticals, targeted at Indian consumers.

Business Problem:

- Client offers various protection and assistance products like Wallet protection, Personal Identity protection and other related services to consumers. The product and services can be purchased including request for more information through online portal or by calling the call-centre. Our client is a start-up and so has specific requirements including but not limited to:
 - User friendly interface
 - Time to Market
 - Lightweight
 - On premise
 - Value for money
 - Local support partners

Happiest Minds Proposition/Solution:

- Happiest Minds proposes a holistic solution that is agile, scalable, and cost effective and meets the client's requirements. The engagement involves providing Discovery, Advisory, Development, Implementation and Maintenance services. Integrated solution for our client pans from Web Services to Business Process Consulting Services.
 - CRM is the interface to the consumer for majority of the transactions. Enhanced consumer (user) experience is the differentiated service and is inherently critical to the client for the business growth road map. Interactions with consumer is omni-channel that includes Email, Call, SMS, Portal, Chat
 - Happiest Minds conducts a detailed analysis of various CRM tools and recommends SugarCRM for consumer interface to client

Benefits:

- As a direct result of implementing SugarCRM, client benefits from productivity improvements, low TCO and optimized end user experience