

# Sage CRM for ISPs - Internet Service Providers

## Sage CRM for ISPs

BITS Systems

*Sage CRM helps businesses grow their relationships with customers. Sage CRM allows you to organise and automate communications and activities across all customer-facing departments, which includes sales, service & marketing.*

### Executive Summary

Spectrnet – an internet service provider which offers fiber optics broadband services to residential, business, and enterprise customers across India.

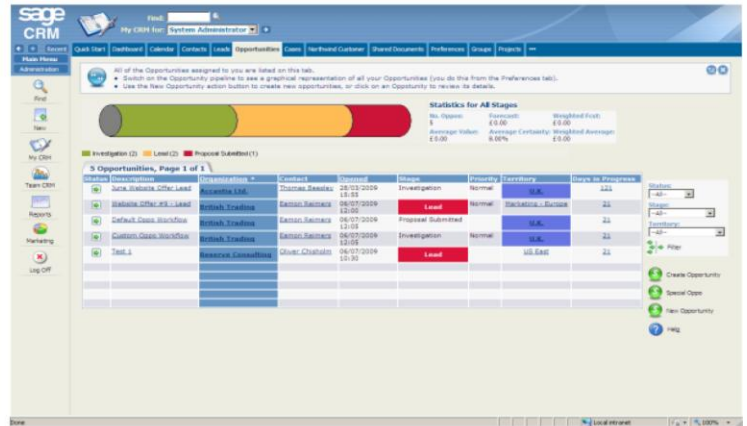
### Major challenges they were facing

- No Team coordination
- No centralized reporting systems
- Loosing opportunities due to higher signup cycle timelines
- Customer retention – due to non-establishment of Customer Care life cycle

## How did we help them?

As an internet service provider they needed to manage their customer signup / customer care process in a productive and user friendly way .The following points and processes were established by implementing Sage CRM

- Centralized Production Data Repository
- Organization/Reporting structure- Team/Territory management
- Sales Cycle – Enterprise Sales/Retail Sales/ Residential /Local Cable Operators /Society
- Site Inspection / Feasibility Analysis
- Site Visits
- Customer Retention – Care /Shift Over /Churn
- Operation – Order to Billing Process / Daily Call Reports
- Marketing – Email Campaigns – ( New Leads – Enterprise/Retail/Residential ) , Campaigns to Existing Customers for upgrading /reconnection.
- Internal- Reimbursements- Submission of Expenses for Sales Team against Leads/opportunities



## Results, Return on Investment

Implementation of Sage Crm helped the client on the following areas

- Drastically reduced timeline for Customer Signup – enhanced no of customer acquisitions.
- 360 degree view of Customer accounts
- More efficient resource management and planned site visits.
- Accessibility of Production Data from anywhere.
- Marketing – Enhanced Enterprise/Retail Sales

## Summary & Future Plans

As one of the leading internet service provider, they need to be constantly stay on top in terms of Customer Care/ Service and Marketing due to heavy competition, Sage CRM has helped them to implement the strategies required to do so in terms of establishing relevant workflows/ processes and reflecting relevant data.

They are now operating in more than 10 major cities and Sage CRM is being used as the accelerator for the Sales & Service operations.

They will be increasing the work force in the Service departments and access to Sage CRM.

