SUITE **CRM**

Case Study

Oneworld Accuracy

oneworld
ACCURACY®

CASE STUDY

Oneworld Accuracy

Oneworld Accuracy adopts SuiteCRM

CUSTOMER NAME:
Oneworld Accuracy

CUSTOMER DETAILS:
Vancouver, Canada
Messina, Italy

ORGANISATION TYPE:
Independent, social
enterprise group

EMPLOYEES:
35+ Employees

PROJECT GOALS:

- Help define internal processes.

- Centralised repository for all customer data,
enabling improved customer service.

- Reporting and automation functionality with
a user-friendly UI.

- Facilitating "Provider" Portal/Access.

Project Goals

The CRM implementation was driven by three primary goals:

1. **Centralised platform:** To create a centralised CRM platform that integrates all data from third-party plugins and systems into one place, providing a 360-degree view of the business.

2. **Process efficiency:** To define internal process and drive efficiencies through the centralised repository, enabling 1WA and collaborators to focus on providing excellent customer service and strengthening revenue flow.

3. **Automation:** To provide increased opportunities for automation and reduce mundane admin tasks.

The Solution

We worked with 1WA, delivering Requirement Workshops to key stakeholders. Once the requirements were identified, we developed the key functionality for their customised SuiteCRM instance.

The CRM implementation followed a 4-phase rollout, with one phase specifically addressing the external deployment of the software. Therefore, it was essential for the CRM to have an intuitive and easy to understand User Interface (UI), enabling users to adopt and use the software with minimal intervention or explanation.

Customised Implementation

- **Centralised system:** We created a single repository for all business data, including data pulled in from external third-party plugins integrated with 1WA's CRM.

- **Efficient business processes:** SuiteCRM was implemented for 1WA to streamline business processes. The solution oversees all business activities, through which analysis can be carried out to identify high-ROI processes and those that are less effective.

- **Automation of business processes:** Through the implementation of SuiteCRM, we automated several of 1WA'a daily business processes. Internal departments can now allocate their time and efforts into more effective activities, reducing manual data entry and maintenance.

- **Reporting solution:** We created a CRM system that allows 1WA to easily analyse and evaluate their business data. The reporting module enables the analysis of segmented data, empowering teams to make strategic and informed business decisions going forward.

With a high-quality, configured SuiteCRM system tailored to their specific needs, 1WA now operates efficiently, keeping customers central to their operations. The CRM is deeply integrated into their business processes and will grow with them as they grow.

"As we have rolled out SuiteCRM with the SuiteCRM's team guidance and support we have seen a significant level of engagement from our staff. Key people within our organization are using SuiteCRM to drive new marketing and sales initiatives plus enhancing support processes that are generating an order of magnitude in savings in operational costs.

We are also looking forward to rolling out interfaces to SuiteCRM to our partners for them to enjoy some of the same benefits."

JEFF CHRISTENSEN, CTO

About SuiteCRM

SuiteCRM is the world's most popular open-source CRM, with over 1.7 million downloads and an estimated 5.8 million users worldwide.

It offers a cost-effective, flexible platform that helps organisations manage relationships and automate processes across sales, marketing, service, and reporting.

As the developers behind SuiteCRM, we specialise in delivering bespoke solutions and professional, end-to-end services. For organisations seeking additional assurance, we offer SuiteASSURED - a fully supported, secure version of SuiteCRM with a comprehensive total care package.

To learn more or schedule a personalised demo, visit: **www.suitecrm.com**