HYPERTEAM
Consultant In Performance Improvement

CASE STUDY

CRM IMPLEMENTATION FOR LOCAL BUSINESS INCUBATOR

QUICK FACTS

INDUSTRY:
- Business Incubator

SELECTION CRITERIA:
- User-friendly
- Optimized functions
- Cost effectiveness
- Ability to easily integrate with other solutions

PLATFORM:
- HyperTeam CRM

TECHNOLOGY:
- Azure
- ASP.NET

CUSTOMER PROFILE

Our Client, The RocketLounge (TRL), is the first tech incubator and accelerator in Southwest Florida. TRL provides various courses and programs, events, mentorship and investors to startups and international tech companies expanding into the US market.

EXPECTATIONS

The Client's main expectations regarding the CRM:

- Event tracking
- Categorization of various relationships
- Smaller marketing campaigns
- Service invoicing
- Trouble ticketing
- Prospecting data

CHALLENGES

As a startup business incubator, our Client required a comprehensive customer relationship management system (CRM) for four main reasons. The first reason was to organize their diverse ecosystem. The Client needed a way to record and classify the many organizations and individuals within their complex community. Once classified, the Client needed a way to effectively manage these groups' needs, as well as communicate customized messages. The third reason the Client required a CRM was to organize and execute their many events. Finally, the Client desired a CRM to track and manage their services. All of these functions were imperative to the Client's success and thus HyperTeam was asked to implement the HyperTeam CRM.

ABOUT HYPERTEAM

Using their experience in both business and IT, HyperTeam's staff of knowledgeable consultants & highly trained programmers work together to develop enterprise Cloud applications that solve the most critical issues facing businesses today. With these applications, HyperTeam helps organizations all over the world improve performance in areas like sales, project/order management, HR, & customer service (just to name a few).

HyperTeam is a Microsoft Certified Partner and ISO 9001:2008 Certified company.

HYPERTEAM'S SOLUTION

To meet the Client's needs, HyperTeam successfully implemented the HyperTeam CRM. This was done by:

1. **Dedicating a Responsive Project Team –** A team of expert consultants and programmers was dedicated to the Client's project to provide quick responses and a timely completion.

2. **Understanding the Client's Process –** Prior to implementation the Client's process was thoroughly accessed by a project manager. This allowed our team to fully understand their requirements, to make certain the system would meet their needs and to identify any necessary customizations.

3. **Performing Data Upload –** To ensure a smooth implementation and immediate results, our team performed the Client's initial data upload. In addition, we continue to perform large data uploads when requested by the Client.

4. **Providing Comprehensive Training and Support –** After implementation our team provided all-inclusive training, suggestions for best practice and responsive support for questions and concerns.

BENEFITS

After implementation and training, the HyperTeam CRM has benefited the Client in many ways. With their new system, the Client can now categorize the diversity of their ecosystem by quickly assigning each contact or account a relationship type. These relationship types (partner, member, affiliate, etc.) can then be segmented easily, allowing them to obtain important business intelligence, better manage each group's needs and send customized messages and campaigns with the CRM's marketing feature. The events section of the system offers the Client a hassle free way to create, organize and execute their weekly events. Using this feature they can store all event information and documents, create participant lists and even assign event related tasks. Moreover, the CRM gives the Client a faster and easier way to track and manage the services utilized by their members. Finally, the Client is pleased that the system's optimized functions, such as service invoicing, trouble ticketing and prospecting data, will continue to accommodate their needs as they grow and evolve.

EXPERIENCE

Thanks to the Client's extraordinary cooperation and our team's expert technical skills, the system implementation was a quick and easy process. This smooth implementation, as well as the Client's positive user-experience, is the reason why the HyperTeam CRM is now being offered to the Client's members at both their US and German locations.