

High Tech Company Automates Business with Oncontact Software

Zumasys experiences 866 percent growth in recurring revenue as a result of implementation



Zumasys specializes in implementing innovative IT solutions that reduce costs and boost productivity. Zumasys prides itself on fast growth and high customer satisfaction by listening to the needs of customers, building strong relationships and custom tailoring multi-vendor technology solutions that deliver results.

In 2003, Zumasys began searching for a customer relationship management (CRM) solution to track its sales initiatives, opportunities and activities as well as manage tech support calls. Its previous CRM system was not used consistently throughout organization and Zumasys realized it needed a total solution to maximize business processes. To initiate a company-wide solution Zumasys selected Oncontact Software's Oncontact CRM because of its customizable and flexible features and the software's ability to integrate with Citrix, TeleVantage and legacy applications.

"Previously, we did not have a solution that was used consistently which resulted in inefficiency across the organization," said Stephanie Cacioppo, marketing manager, Zumasys. "We realized that in order to provide our customers with excellent support and stay ahead of competition, we needed a solution that would automate our business."

Challenges

- Needed a solution that was used consistently across the organization to increase efficiency
- Wanted ability to track its sales initiatives, opportunities and activities as well as manage support calls

Solution

Zumasys choose Oncontact CRM and customized the software to specifically meet its needs and requirements.

Results

- Zumasys experienced an 866 percent growth in recurring revenue for its priority customer contracts and hosting.
- Marketing development funds increased by 400 percent
- Technicians log percentage rate has grown from 20-30 percent range to 80-120 percent range since implementing Oncontact CRM

Improved Productivity across the Support Team

Since implementing Oncontact CRM, Zumasys experienced an 866 percent growth in recurring revenue for its priority customer contracts and hosting. Zumasys provides support to its customers nationally and sells priority support contracts ranging from five hours a month to 250 hours per year. These specific contracts make it crucial to have the correct data entered on a timely basis. Since implementing Oncontact CRM, the support team now has the ability to pull up a customer's profile and view their current status as well as modify data and create reports on the spot. Oncontact also allows Zumasys to create a weekly report detailing to customers every activity that was debited from their contract during that time period.

"Oncontact CRM brought us out of the dark ages and revitalized our business so we could continue to scale," added Cacioppo. "Our ability to supply priority customers with detailed activity reports of all cases on a weekly, monthly and quarterly basis gives our customers complete visibility of their account as well as the ability to monitor usage and stay up-to-date with current issues."

Growth in Marketing Funds

Zumasys has also experienced growth in its marketing development funds by 400 percent. This is largely attributed to Oncontact CRM because it allows the company to supply vendors with on demand campaign activity reports and the ability to track activities as they turn to leads, opportunities and sales.

"We take pride in using Oncontact CRM," said Cacioppo. "When we meet with a vendor about growing our sales and marketing funds, it is great to have an application where we can show them their opportunities and sales immediately."

“As we grow and change, our application needs to grow and change too, and we love how Oncontact CRM does just that.”

- Stephanie Cacioppo
Marketing Manager
Zumasys

Zumasys has also modified the software to include sales and figures for forecast reporting and opportunity level campaign tracking. The company is currently integrating the software with its accounting system to allow sales quotes to flow seamlessly through the accounting application for approval by the purchasing manager. This will reduce time entry for employees resulting in greater productivity.

Improved Internal Processes

Zumasys has seen improvement with its internal processes as well. With Oncontact CRM, the organization created a utilization incentive plan for employees. Now, technicians receive a bonus when they log 100 percent of their day's activity and their billable time entry. The logged percentage rate has grown from the 20-30 percent range to the 80-120 percent range since implementing the software.

This program has improved the process of reconciling contracts at the end of each billing period. Previously, 500 page reports would need to be printed off and reviewed to determine what activity qualified as billable or non-billable time. With its new solution, Zumasys was able to customize the system to reconcile cases to multiple contracts and run exception reports at the end of the month. This has reduced the total time by 450 percent. The process used to take eight to ten days but now takes two days maximum.

CRM the Zumasys Way

With Oncontact CRM, Zumasys has customized the software to specifically meet its needs and requirements. The organization created a graphing function allowing the sales staff to sort activity by revenue and the sales that are expected to close that month. This ensures users will stay up-to-date with their pipeline and prioritize their work, resulting in more sales. Also, Zumasys created specific screens requiring all vital information to be entered before moving on to other screens. This guarantees that the minor, but vital data such as contact information is always recorded and up-to-date.

The solution also allows each individual to have their interface customized to their preference. Oncontact easily allows Zumasys to make changes, such as reducing the amount of clicks one must go through, based on each user's preference. Employees are satisfied and more productive as a result of this feature.

"Oncontact CRM is a very straight forward program," Cacioppo concluded. "As we grow and change, our application needs to grow and change too, and we love how Oncontact CRM does just that."

ONCONTACT
SOFTWARE
Experts in mid-market CRM

For more information:
Oncontact Software
W67 N222 Evergreen Blvd.
Cedarburg, WI 53012
info@oncontact.com
www.oncontact.com