

Cordys

Cordys provides a unified web based view of entire business along with ability to modify develop and integrate the business processes. The solutions are cost effective and futuristic.

Profile

Name: Cordys

Industry: Software

Headquarter: Puten, Holland

Branches: US, Europe, China and India

Problem:

Cordys has implemented SugarCRM professional 5.1 in its own server at Netherlands. This solution has already been rolled out in EMEA and subsequent rollout in USA is expected to get started early next year.

Subsequent acquisitions of companies have led to a need of migrating the sales force operations to a common Sugar based platform from varied heterogeneous platforms like SalesLogic and Salesforce.com.

Cordys has taken a stand to centralize the further rollouts and support of existing live markets from the development and research centre in Hyderabad.

They wanted their people fully equipped with the knowledge of SugarCRM. getting trained in a professional way was their man concern.

Solution:

Veon Consulting provided them a high level functional training and made their people confident to shake hands with the standardized CRM system.

Training was done in two phases:

- Functional training (Phase 1)
- Admin training(Phase 2)

Training Plan:

Benefits:

Cordys people are now completely equipped with the professional and standardized approach of CRM

This training helped them to streamline the CRM process of all branches of Cordys by practicing single standardized CRM solution. The solution encompassed implementation of following modules - Lead Management | Contact Management | Sales Force Automation | Opportunity Management | Campaign Management | Reporting and Analytics |