

Visa House

Visa House is a well known immigration consultant based out of Hyderabad dealing with visa processing and job search. They primarily focus on HSMP & WHM cases for UK and H1-B cases for USA. They also represent a few colleges based out of UK.

Profile

Name: Visa House

Industry: immigration

Headquarter: Hyderabad

Problem:

Visa House had to handle large number of volumes of email on a daily basis – 1000 emails on average per day. It was very tough to locate the previous correspondence with the customers. The effectiveness of email campaigns could not be ascertained. Efficiency of the users could not be ascertained. There was no proper way of generating leads from their website.

Solution:

The management at Visa House wanted the solution to be end user friendly and learnt easily. Visa House also wanted a solution which would allow sending newsletters and campaign emails to the right target based on different attributes of the contacts in their database.

Solution: Following modules in SugarCRM were implemented
Contacts | Leads | Account | Email | Campaign | Dashboard |

Benefits:

1. Better customer relationship management

- Visa house is now able to manage its customer interactions in a more effective manner with reduced average period between two communications. The customers are happy with the speed at which their queries are responded to.

2. Real time statistics

- Management can monitor the efficiency of each user on a daily basis.

- Management can also measure the effectiveness of the campaign emails in terms of those who have seen the emails.

Focus on thus shortlisted candidates has resulted in a tremendous improvement in the rate of conversion. The solution encompassed implementation of following modules - Lead Management | Contact Management | Campaign Management | Activity | Reporting and Analytics |