

Hyro Asia Improves its Profile, Gets Closer to Top Accounts with Integrated CRM System



Hyro Asia
Bangkok, Thailand
www.hyroasia.com

Industry:

High Technology

Annual Revenue:

US\$3.9 million

Employees:

100

Oracle Products & Services:

Oracle CRM On Demand

“Retaining our most loyal and profitable customers is crucial. We use Oracle CRM On Demand to recognize movements in our customer rankings on a weekly basis, and use that information to decide what action needs to be taken to improve our relationships with these clients.” – Simon Royle, International Operations Director, Hyro Asia Ltd

Hyro Asia Limited is a Bangkok, Thailand-based provider of online application development services to large businesses. A wholly-owned subsidiary of Australian Securities Exchange-listed Hyro Limited, Hyro Asia develops and implements digital services for use across multiple channels including online, mobile, and interactive television. Since 1999, the company has built a reputation by completing complex programming projects for some of Thailand’s top organizations. It employs around 100 staff.

In 2004, Hyro Asia deployed a packaged CRM solution to better dissect its revenue stream and identify customers that were unprofitable. “At the time, this solution was not customizable,” said Simon Royle, international operations director, at Hyro Asia. “I was spending 80% of my development time producing workarounds to provide us with capabilities that should have been in the package.”

Midyear 2005, Hyro Asia moved away from the platform and persevered with its own in-house-developed CRM system before deploying Oracle CRM On Demand over a period of two weeks in midyear 2009. “We needed a solution that had strong analytics and reporting features, was scalable and that guaranteed data quality,” said Royle. “Oracle CRM On Demand provided all those things.”

Hyro Asia uses information stored in Oracle CRM On Demand to better promote the organization to customers and software developers, help improve the work environment, and identify and get closer to its top performing accounts.

Targeting Web Development Talent

A key part of Hyro Asia’s business is finding and attracting the right software development staff across Thailand.

Key Benefits:

- Provided a platform to create e-mail-based marketing campaigns targeting local software developers to attract them to the company
- Enabled the company to communicate more effectively with existing staff members by providing them with information that will assist in their careers
- Allowed sales staff to track their top customers, better manage sales opportunities, and recognize movements in customer rankings to determine if action needs to be taken to protect revenue
- Identified which customers needed more attention, which resulted in a 20% increase in customer visits over three months

The company uses Oracle CRM On Demand to target potential future staff members after gathering information from individuals who are interacting with the company over social networking sites.

Facebook membership is growing in Thailand and Hyro Asia has a presence on the social networking site to better communicate with the digital services community across the country. “We will collaborate with individuals on these sites using RSS feeds, links and other channels before feeding this information into Oracle CRM On Demand,” said Royle.

Hyro Asia then uses Oracle CRM On Demand to create e-mail-based marketing campaigns targeting these individuals. “We will attract them through a social networking platform and use these campaigns to help them interact with the company,” said Royle.

“We might simply ask them to visit our website, list popular technical certifications that are worth pursuing, or even provide advice on how to write a resume that is going to work in Thailand. We can tailor material for different people at particular times. For example, if we are targeting new graduates who want to enter the software development industry, we will talk to them about resumes, certificates, or how to take an online test.”

Hyro Asia also uses information in Oracle CRM On Demand to communicate more effectively with its existing staff members. For example, the company provides staff with information about courses that will improve their certifications and assist in their career development.

“We spend an inordinate amount of time making sure that our people are happy and the solution allows us to deliver information that is pertinent to each staff member’s environment and lifestyle,” said Royle. “We are careful about how we hire and the result is a 6% annual staff turnover, which in IT is outstanding. This directly translates into profit all the way down the line.”

Deep Customer Knowledge Safeguards Profit

Hyro Asia uses Oracle CRM On Demand to track its top 10 customers. “In our business, retaining our most loyal and profitable customers is crucial. We use Oracle CRM On Demand to recognize movements up or down in the customer rankings on a weekly basis, and decided what action needs to be taken to improve our relationships with these clients,” said Royle.

“This capability helps us stay close to our top accounts and make decisions about how we can help our customers in the future. Our sales staff is also more confident about the status of each of their clients, and can identify which customers need more attention. As a result, the number of customer visits has increased by 20% over three months.”

Hyro Asia’s customer service staff uses Oracle CRM On Demand to better serve each customer’s requirements. “For example, a manager may determine that a particular customer has one of our high-level staff members working onsite who is overqualified based on something they spotted in a recorded e-mail or phone conversation,” said Royle. “As a result, the manager can recommend that this staff member be replaced with three mid-level developers, which saves the customer money.”

Why Oracle?

Oracle CRM On Demand offered rich functionality, out of the box, and could easily be scaled to meet Hyro Asia’s needs. Hyro Asia is also an Oracle Certified Partner and has started selling Oracle CRM On Demand to its client base.

“Oracle CRM On Demand is a hosted solution and Hyro Asia is a strong supporter of the software-as-a-service model,” said Royle. “A lot of our infrastructure is hosted in Australia, the United States, and Singapore, so it made sense to use a solid, hosted solution such as Oracle CRM On Demand.”

Implementation Process

The implementation of Oracle CRM On Demand was handled by Hyro Asia’s internal IT team. Data was pulled from the company’s existing in-house developed CRM system and placed into a SQL database where it was cleaned up before being loaded into Oracle CRM On Demand.

Advice from Hyro Asia

- Take time to really understand your customers and look at things from their perspective, which provides some clarity on how to make the best use of the solution.
- Don’t allow the project to drag on too long; try to implement the solution as quickly as possible.

Hyro Asia is a Bangkok, Thailand-based provider of online application development services to large businesses. The company develops and implements digital services for use across multiple channels including online, mobile and interactive television.