

Jaffer Business Systems Cuts Service Delivery Time to Customers by 25% Using CRM System



JAFFER

Jaffer Business Systems
Karachi, Pakistan
www.jaffer.com

Industry

High Technology

Employees:

400 to 450

Oracle Products & Services:

Oracle CRM On Demand

Key Benefits:

- Reduced the average time required to deliver services to customers by 25%
- Substantially cut time required to prepare basic proposals, with more complex proposals completed 40% faster
- Improved accuracy of sales forecasting by 50–60%
- Eliminated 50% of duplicate customer records
- Reduced queries from vendors in audits by 50%

“Oracle CRM On Demand has enabled us to understand our customer base better and service them more efficiently, track the performance of our salespeople closely, and cut our service delivery time to customers by 25%.” – Zia ul Haque, Director Operations, Jaffer Business Systems

With origins dating back to 1849, Jaffer Brothers (Pvt) Ltd is a conglomerate of disparate businesses. They provide products and services such as fertilizers and commodities, household hygiene and decoratives, agricultural services, projects and machinery, and information technology. Headquartered in Karachi, Pakistan, Jaffer Brothers has approximately 1,000 employees in locations around the country.

In 1982, Jaffer Brothers established Jaffer Business Systems to provide information technology solutions to client companies. Jaffer Business Systems’ 400 to 450 employees are spread over three departments, including enterprise resource planning (ERP) system specialist Jaffer Consulting. Jaffer Business Systems has represented Oracle since 1997. In January 2009, the organization achieved Oracle Certified Advantage Partner status.

With clients increasingly demanding the ability to slice, dice, and segment customers by parameters such as geographical location and turnover, Jaffer Business Systems realized it had to build its internal expertise in customer relationship management (CRM). By doing this, the organization could achieve efficiencies across its own operations and develop value-added implementation services for the market. Following a comprehensive evaluation of available CRM products, Jaffer Business Systems elected to deploy Oracle CRM On Demand.

“Oracle CRM On Demand has allowed us to create a central repository of customer records and standardize the way we enter customer data,” said Zia ul Haque, director of operations, Jaffer Business Systems. “Previously, we had one group tabulating data in one format, another group in another format, and so on. Oracle CRM On Demand has allowed us to streamline the way we

approach customers and rationalize manual record-keeping that sometimes resulted in a single customer or contact recorded under multiple titles, which reduces the time required to complete proposals, and improves our reputation for efficiency and performance.”

Multiple Records Prompt Confusion

Since it was established in 1982, Jaffer Business Systems has relied on an in-house-developed system to manage sales and support. The system lacked the strict processes required to ensure sales and service workers entered customer data in the correct format, leading to key details such as name, address, products purchased, and latest interactions with Jaffer Business Systems team members.

“The result of these disparate processes and multiple entries was that one customer would appear in our system in five different forms,” said Zia. “This made it difficult to keep track of our interactions with customers and, at times generated frustration and confusion when customers received multiple calls from Jaffer Business Systems employees regarding the same issue.”

The organization required a single view of customer details to coordinate service and marketing efforts, streamline sales calls, monitor staff performance, and allocate resources more effectively. These improvements would allow Jaffer Business Systems to build and improve its reputation in the marketplace.

“We provide implementation and integration services for products owned by some of the most well known vendors globally,” said Zia. “Our client base includes leading telecommunications companies, financial institutions, and utility companies that are among the strictest in demanding high levels of service from their suppliers.”

“We needed a CRM system that ensured we could adhere to the strict standards applied by partner vendors when conducting audits, and the high service levels demanded by customers.”

Following a comprehensive evaluation of available solutions, Jaffer Business Systems selected Oracle CRM On Demand due to Oracle’s market leadership; the strict processes and formats for entering data; the ability to slice and dice the customer base by a range user-generated fields such as geography, turnover, and products implemented; and ease-of-use. While Jaffer Business

Systems had watched CRM market leader Siebel for several years, Oracle's acquisition of the vendor in 2005–2006 made the Pakistan organization more comfortable with purchasing its solutions.

“The transaction merged the best-of-breed capabilities of Siebel with the development resources, reputation, and service orientation of Oracle,” said Zia.

CRM Provides Platform for Growth

Deploying Oracle CRM On Demand has enabled Jaffer Business Systems to refine the portfolio of services it offers to customers and deliver them more efficiently. “Our support offerings, for example, range from a 9 a.m. to 5 p.m. weekday telephone service, to placement of dedicated engineers onsite who are available in shifts, 24 hours a day, seven days a week,” said Zia. “I would say we have been able to reduce the average time needed to deliver services to our customers by 25%. As customers invest more in service, they expect higher standards. By using Oracle CRM On Demand, we can boost customers' confidence in our ability to meet their requirements.”

Jaffer Business Systems management can now view online how calls and proposals are progressing and direct resources towards closing deals. Sales staff use standardized templates to develop and submit proposals to customers, ensuring consistency of pricing and service options.

“Each sales team member now conducts real-time updates of his or her account, rather than once a week,” said Zia. “At the touch of a button, we can see how they are progressing in terms of meeting their targets and easily analyze their overall performance.”

“Our forecasting is now more accurate by 50% to 60%, and we are able to identify potential opportunities much earlier in the sales cycle.”

The Oracle CRM On Demand system also updates any changes made, across all functions and templates. “If the tax regime changes, we just need to enter the amendment once for it to be applied everywhere,” said Zia.

“The standard templates in the CRM system have allowed us to reduce the turnaround on proposals for relatively standard projects, enhancing the efficiency of our sales team.”

“We have also slashed the time required to develop more complicated proposals, such as the implementation of a new ERP system, by up to 40%,” said Zia.

Oracle CRM On Demand has enhanced Jaffer Business Systems’ reputation among partners, suppliers, and customers. This is evident when a tier one vendor, who partners with Jaffer Business Systems, conducts an audit.

“If representatives from one of these vendors come onsite to conduct an audit and see that we are using Oracle CRM On Demand, 50% of the questions just go away,” said Zia. “They realize that we have very high standards in customer relationship management and this confidence spills into a belief that standards are being followed in other areas of our business as well.”

Why Oracle?

Jaffer Business Systems selected Oracle CRM On Demand due to its ease-of-implementation, rigorous systems, and functionality.

“We did not need to dedicate an in-house server to a CRM system,” said Zia. “We were also extremely impressed by Oracle’s ability to securely manage our vitally important customer data.”

Implementation Process

Jaffer Business Systems turned to its Jaffer Consulting arm to conduct the implementation. The consulting division started by trialing Oracle CRM On Demand with 10 team members from different Jaffer Business Systems departments.

“It was very important that we got people on board and involved,” said Zia. “We needed our staff to build their knowledge of the product and become proficient at implementing the solution so we can offer it with confidence to other Jaffer companies as well as externally to third-party clients.”

Following the successful trial, the organization undertook a data cleansing exercise to prepare for the full implementation. Once approximately 50% of the duplicate records were eliminated, Jaffer Business Systems commenced user training to ensure the full capabilities of the system were being utilized. The

implementation began in June 2008 and was completed in December of that same year.

With Jaffer Business Systems serving as the trial site, Jaffer now plans to extend the use of Oracle CRM On Demand across its other lines of business.

“With businesses these days focusing closely on the customer, Oracle CRM On Demand is an invaluable tool,” said Zia. “It has met our requirements superbly.”

Jaffer Business Systems was established in 1982 to provide information technology systems to client companies. The organization provides server, storage, enterprise resource planning, networking, security, and data center services. The division comprises three departments, including ERP system specialist Jaffer Consulting. In 1997, Jaffer Business Systems started representing Oracle and in January 2009 achieved Oracle Certified Advantage Partner status.