

Sinova Management Consultancy Boosts Staff Productivity by 15% with Integrated CRM



Sinova Management Consultancy
Hong Kong
www.sinova.com

Industry:
Professional Services

Annual Revenue:
US\$2.5 million

Employees:
43

Oracle Products & Services:
Oracle CRM On Demand

“Good client management is critical in the professional services industry. Oracle CRM On Demand helps Sinova Management Consultancy provide a better service to its customers, and will cater to the company’s growth over the next five to seven years.”
– Jennifer Chan, Founder, Sinova Management Consultancy

Founded in 2002, Sinova Management Consultancy helps private and corporate clients from around the world to expand into China. Sinova also helps Chinese organizations gain a foothold overseas.

The company assists with all aspects of doing business in China, including financial management, negotiation, production, and quality control.

SINOVA has grown rapidly over the past few years, and now has 300 clients serviced by 35 staff members in Hong Kong, six in Shanghai, China, and two in Rotterdam, The Netherlands. Its expansion abroad prompted the need for a suitable customer relationship management (CRM) system.

“Our sales staff was using Microsoft Excel to record and update relevant information,” said Jennifer Chan, founder, Sinova Management Consultancy.

“Each team has 100 clients, and it was a very time-consuming process going to each department to find the right information to produce reports for our clients.”

In September 2008, SINOVA deployed Oracle CRM On Demand to improve productivity and simplify the client management process with a Web-based central data repository that can be accessed from anywhere.

“Good client management is critical in the professional services industry,” said Chan. “Oracle CRM On Demand helps Sinova Management Consultancy provide a better service to its customers and will cater for the company’s growth over the next five to seven years.”

Key Benefits:

- Enabled customer contacts to be recorded in a central database so managers can track sales progress with existing and prospective clients
- Allowed account managers to set up alerts that prompt them when certain actions need to be taken
- Helped staff track the origin of customer referrals and target marketing campaigns at customers, based on this information
- Enabled account managers to be 10% to 15% more productive
- Saved 10% to 15% on administration costs
- Expected to increase sales revenue by 20% over three years

Improved Sales and Customer Management

SINOVA uses Oracle CRM On Demand to manage existing client data and new sales opportunities. Account managers record every client interaction in the Web-based system, which can then be viewed by managers.

“Before we installed Oracle CRM On Demand, we relied on account managers to provide updates during internal meetings about the progress of a prospective client,” said Chan. “Now, all calls, e-mails, and any other contact with existing and potential customers is recorded in the system. We can clearly see the flow of contact information and challenge an account manager if it has been three weeks since the last customer meeting.”

Oracle CRM On Demand also lets account managers set up alerts to prompt them when certain actions need to be taken. These actions might include reminders to call a customer within a certain time period, or send a customer a thankyou card.

“Customer information in the system is being used by everyone,” said Chan. “As a result, our account managers are at least 10% to 15% more productive.”

Shared Information Changes Staff Culture

According to Chan, account managers’ attitudes have changed since the deployment of Oracle CRM On Demand. The solution has introduced a culture of information sharing between all staff members rather than islands of customer data that previously restricted communication between account management teams.

“The introduction of the Oracle solution has helped create a better culture in our workplace, which was completely unexpected,” said Chan. “When the system was first rolled out, teams would get together and share ideas about how they were going to use it.”

A significant proportion of SINOVA’s growth over the past few years had been driven by customer referrals. Account managers also use the system to more effectively track where referrals originated and target marketing campaigns at particular customers based on this information.

“The solution allows us to do e-mail marketing on demand, which means we can set up e-mail-based campaigns to target specific customers,” said Chan. “We know which customer opened and responded to which marketing campaign.”

Hosted Service More Cost-Effective

Oracle CRM On Demand is delivered under a hosting agreement, where SINOVA's CRM data is managed by Oracle at a data center in the United States. This has allowed SINOVA to eliminate costs associated with hiring system-administration staff.

"It would be at least 10% to 15% more expensive for us to find the staff to manage this implementation," said Chan. "Another key factor is the data control; we can clearly see who is logging into the system and how certain tasks are progressing along the pipeline. All this leads to a higher level of reporting and, importantly, data security."

Sales Revenue Projected to Grow by 20%

During the implementation of Oracle CRM On Demand, SINOVA was forced to rethink the way it did business with its clients. "Previously, account managers were doing their own thing," said Chan. "Oracle CRM On Demand has a certain logic that required us to change our processes for the better.

"For example, whenever an account manager meets a prospect or existing client, they produce a call report. In the past, account managers did not know how to follow up with the client, and weren't required to report their business projections.

"However, using Oracle CRM On Demand, managers can now track key information relating to potential customers, such as which stage has been reached in the negotiation process and where the opportunities lie, so we can better forecast revenue that will be generated over the coming months," said Chan.

She added that account managers are also more focused on profitability as well as serving customers, a mindset that did not necessarily exist prior to the deployment of Oracle CRM On Demand.

"With staff focused on securing new business, we should increase our sales revenue by at least 20% over the next three years," Chan said.

Why Oracle?

SINOVA considered a range of CRM software packages from Salesforce.com, Microsoft, and Maximiser before selecting Oracle CRM On Demand.

“We trialled salesforce.com for a while but after seeing a demonstration from Oracle, we realized that Oracle CRM On Demand was a superior product,” said Chan. “In addition, the Oracle solution will require very little customization when it comes time to upgrade.”

Implementation Process

Oracle CRM On Demand was trialled by five internal SINOVA staff from June to August 2008. The solution was deployed to the rest of the organization in September.

In the near future, SINOVA will customize the system further to address a small gap between the solution and the company’s existing workflows. “We have a three-year plan to open more offices overseas, and we expect that the Oracle solution will handle more complex workflows with ease,” said Chan.

Advice from Sinova Management Consultancy

- Taking a step-by-step approach to the deployment will ensure it is successful.
- Give staff enough time to adapt to the new system and give them an incentive to use it.
- Involve management staff in the process; if managers aren’t pushing the new ways of working, the deployment will fail.

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