

Case Study



Complete Innovations

Deploying ClickDimensions with Microsoft CRM

Complete Innovations

www.completeinnovations.com



Challenges

- Need to accommodate rapid growth and increased volume
- Each department had its own software application, creating operational inefficiencies
- Lack of communication between departments resulted in inaccuracies and redundancies

Solution

- Deploying Microsoft Dynamics CRM as the company's ERP
- Early adoption of ClickDimensions' marketing automation solution with their CRM
- Sharing data between sales, marketing and operations to increase efficiency across the organization

Benefits

- Overall efficiency has increased by nearly 200%, without adding any additional staff
- Sales and marketing are working from the same platform, eliminating redundancy
- Smoother overall customer experience since all departments have access to the same information

Complete Innovations (CI) is a leading global provider of mission critical fleet, assets, and mobile workforce management solutions to more than 6,000 customers worldwide. CI's flagship product, Fleet Complete,[®] is a comprehensive and scalable hosted GPS tracking and dispatching solution.

Rapid Growth

Since its inception in 2000, Complete Innovations has enjoyed consistent year-over-year growth. For example, in 2013, CI added 124% more subscriptions than in 2011. And while this success was welcomed, it also created operational inefficiencies that needed to be addressed if the company's rapid growth was to be sustained.

In order to accommodate the increased volume, each department had either purchased or created their own software applications, which worked well in isolation, but were not communicating with each other. This included sales and marketing departments that were not integrated with each other, creating functional redundancies and inaccurate reporting.

The company needed to implement an organization-wide enterprise resource planning (ERP) system that included integrated sales and marketing tools. "We needed a system that was not only scalable and customizable, but also process-oriented and manageable, allowing the functionality for data mining as well as comprehensive reporting," said Dror Cir, Complete Innovations' chief operating officer.

Including ClickDimensions

Microsoft Dynamics CRM met all of CI's criteria, and it was installed throughout the organization. Application partners played a key role in CI's deployment of CRM, allowing the company to quickly add functionally-specific solutions into the CRM environment. Applications such as ClickDimensions extended CI's CRM platform, allowing the company to rapidly deploy additional processes that met their business needs.

Complete Innovations chose ClickDimensions as their email marketing and marketing automation solution since ClickDimensions is embedded *inside* CRM and provides a seamless user experience. Early adoption was critical to CI, and to ensure high user participation, it was important that key business processes such as marketing automation were immediately available to employees as they began to learn and use CRM.

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Ilse Passet
Marketing
Complete Innovations

Many organizations either work with an agency or purchase a suite of different marketing applications to manage their campaigns, but Complete Innovations wanted a single, integrated solution that could be managed in-house by their marketing team. ClickDimensions fit that need perfectly. “With the integration of ClickDimensions, marketing now has the ability to deploy email campaigns, e-newsletters and surveys all from a single platform,” says Ilse Passet of CI’s marketing team.

Early Adoption Leads to Success

After only one year, 98% of CI’s employees use CRM to manage the company’s day-to-day operations. Overall operational efficiency has increased by nearly 200%, without adding any additional staff. And with ClickDimensions integrated with their CRM, the company is now communicating more frequently and purposefully with its customers and leads.

With efficiencies realized, the company is now targeting optimization. By utilizing customized reporting within CRM and ClickDimensions, CI has the ability to, at a very granular level, manage and optimize their marketing campaigns. On a daily, weekly or monthly basis, CI can analyze reports, track historical trends, and make immediate decisions on future marketing initiatives. With a high adoption rate of CRM within CI, sales and marketing data can be easily shared not only between teams, but also across the entire organization, ensuring that Complete Innovation has the insight needed to sustain their rapid growth.



Visit www.clickdimensions.com to learn more about how our solutions can help your organization.