

ThinOps Communications, LLC Gains Visibility, Streamlines Business Processes with Oncontact

Customized CRM solution critical to company's success



ThinOps Communications, LLC is a global business process outsourcing company that provides a full range of customer contact center services. Its services include customer relationship management (CRM), order entry and provisioning, account management and collections, transaction processing, sales and service, and other customer contact center services. By outsourcing these services, ThinOps clients are able to remain focused on their core strategy, competition and market agility.

When the company prepared to launch in June 2008, ThinOps searched for a variety of integrated technologies to create a state-of-the-art call center. The company focused heavily on finding a reliable CRM application to serve as one of its main platforms to house and track all account activity and marketing efforts. Sam Mustapha, chief information officer of ThinOps, recommended the company implement Oncontact Software's Oncontact CRM solution. Mustapha had previously worked with Oncontact and believed the level of customization would provide ThinOps with the flexibility and visibility it required.

"We knew that having a dependable CRM solution was critical for the success of ThinOps," said Mustapha. "I recommended Oncontact CRM because it is quick to implement and easy to use, yet highly customizable. Plus, the Oncontact team truly knows their product and provides excellent support."

Encompassing Visibility to Sales and Marketing Efforts

ThinOps now uses Oncontact CRM for its telecom clients' sales, marketing and reporting purposes. On a daily basis, employees receive information regarding its clients' prospects and make outreach on their behalf to sell products. In addition, ThinOps answers inbound calls on behalf of clients for sales and related inquiries. Oncontact CRM serves as an integral part of these business processes, housing all activity that pertains to each customer. This includes all emails, phone calls, pending orders, contact details, order history and other information. The marketing team also utilizes Oncontact to identify and target specific audiences, and to accurately track, analyze and measure all campaigns.

Due to the successful implementation in the telecom sector, ThinOps plans to explore further opportunities with Oncontact CRM for its other divisions as the business grows.

"Oncontact CRM is an ideal solution for us because it can continuously evolve as we grow our business," added Mustapha. "We are excited to utilize additional capabilities and develop the system to meet all of our business needs as we expand."

Challenges

- Needed to find a reliable CRM application
- Wanted a CRM solution to handle inbound calls with ease

Solution

ThinOps uses Oncontact CRM for its telecom clients' sales, marketing and reporting purposes.

Results

- Reporting process developed that provides clients and specific business units with detailed, on-the-spot reports.
- Custom built screens to improve business processes.

“I have had a positive experience with the Oncontact support team and enjoy working with them.”

- Sam Mustapha
Chief Information Officer
ThinOps

For more information:

Oncontact Software
W67 N222 Evergreen Blvd.
Cedarburg, WI 53012



info@oncontact.com
www.oncontact.com

Building the Ideal CRM Solution

Prior to implementation, ThinOps decided to hire Oncontact to customize the solution. "Although we had the option of customizing it ourselves, my rationale was that since Oncontact built the product, they thoroughly understand its capabilities and therefore could customize and deploy it faster than anyone I could hire," explained Mustapha.

One customization built specifically for the organization was a quality screen. Now, when an order is placed in Oncontact, it contains a pending status. The quality team then makes sure the order is correct before it is approved to be processed. Further, for checks and balances, Oncontact also implemented specific business rules to ensure that each order contains all of the critical data needed before it is passed on to the client. This ensures flawless orders which will translate into high levels of client service.

ThinOps also had a reporting process developed that provides clients and specific business units with detailed, on-the-spot reports. Reports include product sales, list penetration, disposition and tracking of each record. This reporting structure enables both clients and internal departments complete visibility to all activity within an account.

"Oncontact Software is unique in the market because their solution is flexible and the support team is knowledgeable," said Mustapha. "They become experts with your business. There are so many unique aspects of our company, but they never miss a beat or say something can't be done. The team always works with me through any idea or challenge until they figure out a way to make it a reality."

A Reliable Partner

ThinOps works with Oncontact's support team on a regular basis to add enhancements as the company continues to grow. Mustapha views Oncontact as an extended part of his team and appreciates their thoroughness and prompt response time.

"I have had a positive experience with the Oncontact support team and enjoy working with them," concluded Mustapha. "The team gives me peace of mind. They always give me a timeline and deliver what is promised."