

Customer Success Story



Breezway specializes in the design and manufacture of louvre windows for residential and commercial buildings. It is Head Quartered in Brisbane, Australia, with sales offices in Australia, Malaysia and Hawaii.

Decentralized Sales Model

Breezway' sales teams work closely with architects in the field to develop individual project specifications. These opportunities are followed up on to ultimately secure the order. It is a complex and long sales cycle that requires a diligent approach.

In the past, customer details including contacts and interactions were maintained by sales people in the field. Delays in communication with headquarters resulted in information inconsistency. A disconnect with the Headquarters' quoting and order processing activities made it very difficult to effectively manage the sales pipeline.

A decision to centralize the lead management process was made in early 2013.

This entailed centralizing customer details including contacts and interactions. Breezway invested in dedicated people to manage customer and project leads. While Breezway had a powerful ERP system in place, they did not have a CRM. They chose the open source version of Vtiger CRM as a low risk and economical alternative.

While it was relatively simple to implement and customize, Breezway did not have the programming skills to make the open source version address their needs fully.



Migrating to Vtiger On Demand

"We assessed several commercial CRM products and made a decision to migrate to Vtiger on Demand in mid-2014.

This decision was based on our past experience and satisfaction with Vtiger and their competitive price"

"The migration from open source to On Demand was relatively simple and well supported by the Vtiger Technical Team"

Results

With Vtiger On Demand our sales manager, sales representatives, customer service and CEO have accurate and up to date information regardless of their location. In addition, sales team's calendars are connected to the lead management process.

We have leveraged the Tickets module to significantly improve co-ordination and prompt resolution of problems. External sales teams can be instantly informed on the status of issues and their progression to being resolved. In addition, we have consolidated a number of other processes that were either manual or in outdated software.

We are now significantly ahead in sales compared to last year. I have no doubt that Vtiger has been a key contributor to these results. Our sales teams are better supported, more organized and their productivity has improved some 25%. With our growing opportunity pipeline the future is very positive.

- John Bradford, Marketing Manager at Breezway