



eLobe

“I can contact many more customers per day using Vtiger, and with Vtiger in place we are now an entirely cloud based operation.”

Russell Weston
Founder
eLobe

Key Insights

- Globally accessible
- Easily customized
- Rapid migration
- “Excellent support”

Benefits

- 20-25% growth in marketing productivity
- Bird’s eye view of customer relationships

eLobe achieves 25% increase in marketing team productivity using Vtiger CRM On Demand

eLobe provides specialist new business development services to leading B2B software and services companies across Europe and the United States. Its clients include global technology vendors that provide services and software to names like Coca Cola, Sony, AstraZeneca, Commerzbank and British Airways.

In the fourth quarter of 2012, eLobe’s business was growing rapidly, and during review of its systems to identify new efficiencies, eLobe discovered that its existing CRM platform was a barrier to continued exponential growth.

Challenges

eLobe’s previous CRM system was locally hosted, resulting in siloed customer relationship data that required eLobe consultants to constantly log in to company servers to access important client and prospect data, adding unnecessary time to each transaction. Additionally, hardware outages resulted in lost efficiency and periodic prevention of access to critical sales and engagement data.

Requirements

eLobe sought a more reliable system that was affordable, user-friendly, universally accessible, and that offered a smooth transition mid-operations. Discussions with Vtiger around Vtiger CRM On Demand ended that search.

Solution: Vtiger CRM On Demand

In selecting Vtiger, eLobe’s founder Russell Weston cites the system’s adaptability as a key factor that brought Vtiger On Demand to the top of the company’s short list.

“Our team has a different way of working with data, and Vtiger provides an easy interface that enables users to customize the CRM to reflect our preferred way of working,”

Company
eLobe

Founded
2002

Headquarters
United Kingdom

Description
eLobe provides new-business development services to B2B software and services companies across the United States and Europe. Its clients include global technology vendors that provide services to Coca Cola, Sony, AstraZeneca and British Airways

Website
www.elobe.com

Solution
Vtiger CRM On Demand

“At the same time, it gives us standardized workflows and procedural structures.”

Swapping systems in the middle of a busy operational period can challenge the most seasoned change manager, but eLobe managed the transition to Vtiger CRM On Demand with minimal operational interruptions. Weston credits Vtiger’s excellent customer support team for building a smooth road for his company to transition to the new CRM. “They took the time to understand my business process and needs,” Weston explains, “and then showed us how to leverage the tool for maximum returns.”

Results

Weston estimates the switch to Vtiger resulted in a 20–25 percent increase in marketing team productivity. “I can contact many more customers per day using Vtiger,” Weston says. “the ability to create custom lists is a significant time-saver in my line of business.”

eLobe has also discovered that Vtiger CRM On Demand gives its team members a much more comprehensive bird’s-eye view of each relationship, without losing sight of account management details like activities to complete and contacts to make.

Implementation of Vtiger also allowed eLobe to make the leap to a 100 percent paperless office. “With Vtiger in place, we are an entirely cloud-based operation now,” Weston says. “I have a lot more peace of mind with regard to my data.