path

Redesigning of Customer Service Application for an Efficient Sales Cycle

Centrum Learning wanted to roll out a customer relationship management (CRM) system to enable sales team for an efficient sales cycle and to have a 360 degree view & timely decision making engine for its senior management to provide better value to its investors. Path implemented Oracle CRM On Demand which allowed users to capture, process & share the information across the organization and locations.

CENTUM LEARNING

Centum Learning provides corporate training, skill training and vocational education in tandem with industry requirements to enable sustainable transformation across the globe with more than 800 learning and development specialists across 19 Countries. Centum Learning is part of Bharti Airtel Group.

Customer:
Centum Learning
New Delhi, India
www.centumlearning.com

Industry:
Education and Training

Technology Used:
Oracle CRM On Demand

"Path did an in-depth research of our operational requirements, designed the solution appropriately and could manage the entire implementation of Oracle CRM professionally. Oracle CRM is now helping us in consolidating our Business Development function across varied product & service verticals."

- Mr. Vikram Tuli, Head IT, Centum Learning

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ORACLE Gold Partner

Business Challenge

Centrum Learning wanted to roll out a customer relationship management system across its divisions in order to increase sales and better track of interactions with client. They also wanted to enable their sales team for an efficient sales cycle. Along with that, tjey were looking forward to providing a 360 degree view and timely decision making engine to senior management to serve a better value to its investors. Mapping sale structure against different client tiers and monitoring sales performance were other improvement areas.

Solution

After a detailed analysis of the situation, Centum and Path agreed to deploy Oracle CRM On Demand. The project was split into 3 key stages, delivered by joint Path & Centum team with overall business ownership:

Blueprint: This was a period of engagement with the customer to establish a future vision of robust and efficient sales engine. The Blueprint stage was translated by Path into the target model taking multiple business and SPANCO model into account. It was then presented back to Centrum Learning and agreed with them. This drove the Statement of Work (SoW) to implement the programme.

Implement Solution: The customized CRMOD sales system for Centum Learning was implemented from concept to usage in flat 12 weeks. Now this provides critical platform for Centum to manage every step of sales cycle, contact management, suspect and PANCO, Revenue forecast.

Adoption: With the system configured, Path & Centum then embarked on the adoption phase where the transformation was made real. This was very much a change management activity where the solution was presented to each Line of Business to allow them to revisit the Blueprint, to understand the implemented solution and to prepare their line of Business to make the adoption happen.

Benefits

Centum Learning now uses Oracle CRM On Demand to gain a complete 360 degree view of the sales cycle. Solution implemented was built with a thought to be simple and hence allowed full value for money from day one.

Centum has been now able to adopt a single sales methodology across all its line of businesses and provide distinct advantage where everyone in organization can speak same sales languages and see same funnel.