



CASE STUDY

IMPROVING DECISION-MAKING SPEED AND EFFICIENCY

With a Consolidated CRM System

OPTIMIZE

THE BUSINESS CHALLENGE

Our client, a global provider of transportation, shipping and supply chain/logistical services, offered parcel shipments and deliveries around the world. A key selling point of this service was their customer's ability to track the shipment at all points during transit and delivery through the company's customer service representatives via the Web, IVR (Interactive Voice Response) systems and direct telephone communication.

To provide this service, the global Customer Service Team used six different locally developed Customer Relationship Management (CRM) systems. Because the systems were developed as needed and were used throughout the far-flung enterprise, there was **no technological or functional consistency** between them. Consequently, the aggregate cost of maintaining the separate systems to the enterprise, both in dollars and in manpower, was significant.

AGSI'S HIGH-LEVERAGE SOLUTION

AGSI developed and implemented a methodology to **review, analyze and extract the best CRM** aspects from the six existing systems in the initial phases of the initiative to build a new system.

This comprehensive approach to uncover and capture the best of each system included separate and sequential functional and **business analysis of the current systems from both a user and customer perspective**. This critical understanding formed the baseline for a series of feasibility studies that evaluated the findings of the initial phase.

AGSI developed and set in place the overall business processes that were used by a wider AGSI/client team to assess the potential for buying an off-the-shelf product, building a new system from scratch, or adapting one of the existing systems.

Finally, AGSI conducted an comprehensive study of the need for manager- and executive-level reporting. Combining this information with information drawn from the discovery phase, AGSI crafted a unique set of requirements that enabled the company to thoroughly evaluate candidate reporting applications.

VALUE TO THE ENTERPRISE

Due to AGSI's focus on the end customer, attention to detail and commitment to delivering sound business solutions, the disparate CRM systems were merged into **one new application, on time and within the projected budget**.

IN BRIEF

CLIENT:

Fortune 100 Transportation and Supply Chain Services Company

ENGAGEMENT:

CRM Consolidation

CHALLENGE:

Transform six disparate CRM systems, developed ad hoc, into a unified application

OUTCOME:

A new best practices CRM model, incorporating the best elements of all six existing systems, was designed and successfully implemented