

# Connecting clients and support team

Multi-application chip card developer Tricubes Berhad found out that it was impossible to get things done efficiently in the office when the various departments were not integrated and in sync with one another. Implementing a CRM solution was a solution to the problem. **IZWAN ISMAIL** has the story.

**F**OR a company that has multiple departments, sales channels and staff, Tricubes Berhad had difficulties in ensuring a smooth integration of business processes among the departments. The major departments such as sales, marketing and customer support were not "connected" to one another.

To overcome the problem, the company opted to implement a customer relationship management (CRM) solution.

According to Tricubes' chief operating officer Mohd Yaacob Othman, prior to the implementation, each department had its own spreadsheet.

"It was difficult to have a consolidated view of the operations of the three key departments. We felt a more systematic approach had to be introduced to integrate all the key departments," he says.

For the initiative, Tricubes chose the CRM solution from Epicor. The system was installed by Epicor's value-added reseller Persys Technologies Berhad. "We chose Epicor after a careful evaluation with stringent guidelines. We eventually purchased a 20-user system for the three departments."

Extensive testing and scenario-based simulations were conducted with the marketing, sales and customer support teams prior to the soft launch in December last year. The system has since been fully operational in February this year.

**BENEFITS.** Mohd Yaacob says the implementation of the CRM solution was vital as it allows Tricubes



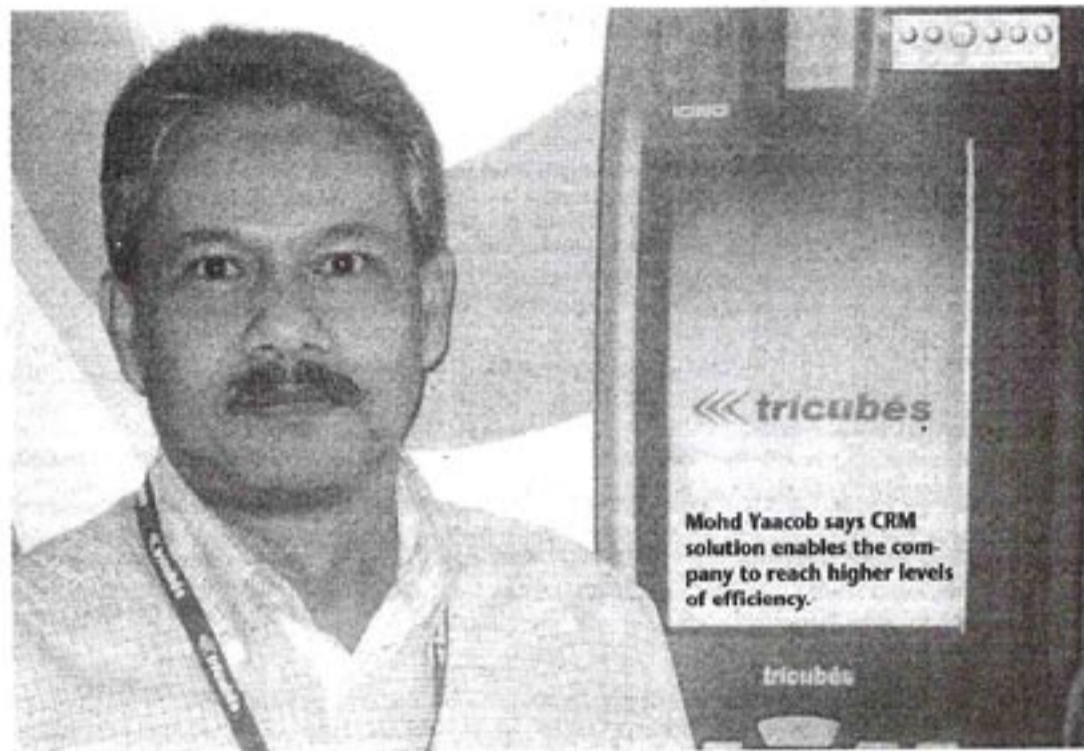
## PROFILE

Company: **Tricubes Berhad**  
Nature of business: **Developing multi-application chip card, wireless technology and biometric fingerprint scanners**  
Year established: **1995**

to streamline its workflow processes. "Streamlining would enable us to enhance our customer liaison and services provided by the sales channels," he says.

The Epicor CRM system has made it possible for Tricubes to attain higher levels of efficiency through the adoption of more effective processes and practices.

"We noted that our turnaround time has improved, a factor attributed to the high level of operational efficiency that has come about through efficient co-ordination between the IT and business departments. The system also provides trackable marketing leads that allow us to respond much faster," he says, adding that the company has also fine-tuned its evaluation system further to enable its staff to access



information and make decisions more effectively.

The CRM system also helps avoid work duplication among Tricubes' staff. "For example, we require forms and sales channel data to be easily available to all relevant departments and personnel, enabling us to avoid duplication and have consistent quotes for customers," says Mohd Yaacob.

He adds that the CRM system is also aimed at enabling Tricubes' database and response system to be effectively channelled towards lead generation.

Besides that, Mohd Yaacob says the system helps Tricubes to monitor the equipment used by its customers and provides historical data on service and repair. "We have 25,000 pieces of equipment being used by various government agencies that need to be kept track of to facilitate maintenance and servicing. The CRM system allows us to do that."

On top of that, Tricubes now has a "CEO dashboard" for senior executives to view reports and get a summary of Tricubes CRM performance at one glance. "This feature enables the top management to have a total view of the organisation and various departments' performance."

**STAFF ADOPTION.** Mohd Yaacob says Tricubes staff have no problem adopting the new system due

to its user-friendly features.

"The Epicor Clientele feature has a very simple method of capturing data and it was convenient for us. Most of the tasks can be completed with a few clicks. The simplicity ensures that all of us do our job in the most efficient manner," he adds.

Through the implementation of the CRM system, Tricubes has also achieved tremendous time savings since there have been no hassles in running the system.

"The marketing, sales and customer service departments are better integrated as they are sharing a mutual, up-to-date system that is standardised," says Mohd Yaacob, adding that the scalability of the Epicor solution also means the company can

look forward to expanding the solution in the future.

## RETURN ON INVESTMENT.

Commenting on the financial benefits that Tricubes is looking forward to achieve, Mohd Yaacob says, "Our CRM is not so much about immediate financial savings, but represents a viable approach to providing visibility to help generate profits systematically for the company."

Ultimately, he says the CRM system provides the customer service department a comprehensive database on Tricubes customers and subsequently the right processes to help serve its customers better.

"It's important to always keep customers happy, and this system helps us achieve that," he says.

## Marketing, new battleground in telecoms

THE big battle in the telecommunications market today is not about technology and who can deploy the newest the fastest.

According to analyst and consultancy company Ovum Plc, the new battleground is marketing, and telcos need to raise their marketing game if they are to survive and succeed in the hyper-competitive market today. Its principal analyst Mike Cansfield said

as new competitors continue to enter the communications space, telcos no longer just have to compete with other telcos, but also with media companies (such as Sky); Internet companies (for example Google, eBay); and retailers (like Tesco, Carphone Warehouse).

"Due to this increased competition, the incumbents that once monopolised the telecoms market are finding that their traditional marketing

approach is rendered as outdated as telex in an instant messaging world," he added.

To overcome the challenge of not only new competition but also industry consolidation, convergence of networks and mobility, Ovum has identified four major marketing issues that telcos need to address – positioning, segmentation, service innovation and branding.