CRM Development for Water Purification Firm

PROJECT DETAILS

🏷 **Custom Software Development**

📅 **Jun 2019 - Nov 2019**

💲 **$50,000 to $199,999**

❝ *"They brought me up to speed in ways that I was able to easily comprehend."*

PROJECT SUMMARY

Mind IT Systems implemented a custom CRM system for a water purification firm that integrates the company's interactions with its clients and manages marketing campaigns, simplifying the customer experience.

PROJECT FEEDBACK

The team delivered a final CRM product that accurately met the given needs and requirements, expanding and growing their partner's capabilities. Because of the thorough execution of their industry expertise, more third-party customers are happy with customer service. They managed their time well.

The Client

Introduce your business and what you do there.

I'm the director of Clean Water Generator Pvt. Ltd., a water purification firm.

The Challenge

What challenge were you trying to address with Mind IT Systems?

It was a challenge for me to manage all the leads, all the customers' information, all the quotations, etc. I was trying to do some of it with Excel sheets, but it was becoming complicated. We decided to have a CRM developed and needed help with it.

Priya Agrawala
Director, Clean Water Generator Pvt. Ltd.

Consumer Products

New Delhi, India

CLIENT RATING

5.0
Overall Score

Quality: 4.5

Schedule: 5.0

Cost: 5.0

Would Refer: 4.5

The Approach

What was the scope of their involvement?

They custom-built my CRM. It helps me manage my prospects all the way down the sales funnel, allowing us to create marketing campaigns. When we're dealing with customers, we often have to generate quotes that may or may not convert to orders. I can manage those in the CRM. For fulfilled orders, we do invoices.

We're also able to manage order servicing requests within the same system. Whoever is buying our product may require services at some point in time. Since we're able to manage this in one single place, we can better serve our customers.

What is the team composition?

They had three developers, one project manager, and a QA person who was partially working with us. There was a CRM architect available if required.

How did you come to work with Mind IT Systems?

They were referred to us by someone who has an existing relationship with them. After seeing their quality of work, we decided to go with them straight away.

How much have you invested with them?

We spent $69,000.

What is the status of this engagement?

We started working together from June–November 2019.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The product does what it's supposed to do, making more of our clients happier with our services. With the CRM, we have much more information about our customers at our disposal, and consumer activity is tracked.

When a customer calls about a technical issue with a product, we're able to deal with it on time because we have that complete history. My business has grown as a result.

How did Mind IT Systems perform from a project management standpoint?

The communication and information exchange was great. They were on time, clear, and transparent. I could trust them because they always came back with a nice solution that filled our needs. I appreciated how they manage their communication and project management.

What did you find most impressive about them?

They're encouraging, straightforward, and transparent. I'm not a technical person, but they help me understand their work. They brought me up to speed in ways that I was able to easily comprehend.

Are there any areas they could improve?

No, there's nothing they can do better.

Do you have any advice for potential customers?

Projects like this can be difficult for non-technical people because of all of the industry terms that come with tech. However, their team was able to communicate complex issues to us in ways that we could understand.

info@minditsystems.com
9871352101
www.minditsystems.com