Customer relationship management system

Project in numbers

- **Process handling time was reduced by 50%.**

- **Data migration to the new system cost PLN 0**

- **Onboarding a new employee 3 times faster**

About the client

GrywIT deals with the implementation of gamification, motivation, building commitment and positive habits among employees of various companies using workshops and new technology tools such as dedicated applications.

COMPANY

Grywit

CHALLENGE

Design and implementation of a system supporting the sales of products and services offered by Grywit. The purpose of the new tool was, among others: to shorten the time needed to make a co-worker aware of all GRYWIT projects being implemented (e.g. in the event of absence), complete information about the client in one place.

SOLUTION

As part of the cooperation, modern software for small and medium-sized companies supporting sales management (CRM) was created. A lightweight, intuitive and browser-based solution allows salespeople to work effectively in the field and in the office.

The greatest advantage of the proposed solution is its extraordinary usability (adapted based on many years of experience in sales management) and its availability from a web browser on any mobile devices and desktop or laptop computers.

BUSINESS EFFECT

Advantage #1

an effective business process to support sales and manage relationships with your own customers. Thanks to the implementation of the project, among others: the implementation of a new sales employee is 3 times faster than before and the working time related to the work of salespeople has been reduced by over 50%.

Advantage #2

providing better customer service by enabling personalized interactions, faster response times and more effective problem resolution.

> We highly recommend INNOKREA services! The cooperation in the project consisting in building a web application was professional and without any reservations. The solution met all our expectations and we will definitely use INNOKREA's services in the future.

Anna Jankowiak
Owner of Grywit

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