

CASE STUDY

Dedicated CRM system for a development company

COMPANY

INVEST
KOMFORT

CHALLENGE

Invest Komfort was looking for a CRM solution on the market. Unfortunately, none of the generally available customer relationship management systems fully met the company's expectations. Invest Komfort has developed its own business processes for many years and the new tool had to reflect them and fit into the company's further development plans. That's why it was decided to use a new dedicated tool.

SOLUTION

As part of the cooperation with INNOKREA, a modern web tool was prepared that allows, among others, for creating and managing the sales process of investments implemented by Invest Komfort. As part of the project, it was necessary, among other things, to migrate a large amount of data from archived investments (from the previous system). The new CRM system allows for integration with other Invest Komfort systems and gives the opportunity to prepare new functionalities.

BUSINESS EFFECT

Sales efficiency

The new CRM system automated processes, increasing sales efficiency and maintaining high quality of customer service.

Faster process of implementing IT changes

The introduction of the system accelerated IT processes while ensuring system security and compliance with data and privacy regulations, helping to protect sensitive customer data.

Project in numbers

- **10+** business processes included in the implementation
- **+20%** increased efficiency of sales processes
- The time to update IT changes in the system has been reduced by **20x**

About the client

Invest Komfort has been conducting development activities since 1995. The company operates on the Tri-City market and its immediate surroundings and specializes in implementing investments in prestigious locations.

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The INNOKREA team demonstrated flexibility and determination in the effective implementation of a very complicated project of preparing a new CRM system for Invest Komfort. We are pleased with the cooperation and recommend INNOKREA for the implementation of IT projects.

Jarosław Pek

Director of Administration and Finance, Invest Komfort