



# Community Telco

An Australian telecommunications provider turns to SugarCRM® partner Insightful and Sugar Professional™ for an industry-specific CRM system to tie sales into customer service.

## Company Profile

### Headquarters

Bendigo, Australia

### Founded

2000

### Company Description

Headquartered in Bendigo, Community Telco Australia (CTA) supports the sustainable development and ongoing prosperity of regional communities through local, community-owned telecommunications companies

### Website

www.communitytelco.com.au

### Customers

Residential and business customers of all sizes

### Solution

Sugar Professional

In telecommunications, tracking the customer lifecycle can be problematic to say the least. Over the years, telecom providers have widened their product portfolios to include products across a wide range of services to stay competitive.

But the means by which telecoms are measured has also led to significant issues in managing the complexity of multiple product and service offerings, as well as the accompanying customer communications between sales, service delivery and more. Such was the situation facing Community Telco Australia (CTA), an Australian-based telecommunications provider with multiple franchises and agencies across the country. CTA needed to streamline processes across the Community Telco group whilst adding transparency and visibility for management.

## From Community Edition to Sugar Professional

In short, Community Telecom was handling these issues via an email-laden/Excel spreadsheet process that wasted both time and resources. Worse, it was having a negative fallout on the company's customer base. "It was leading to customers falling through the cracks, and as a result, increased customer churn," says Gerben Graske-Borst, project manager at Community Telco.

With their business needs defined, Community Telco went to market in the summer of 2008 looking for a CRM solution that could map these critical business processes into a centralized solution. The company was already familiar with SugarCRM through Community Edition, which the sales team had downloaded in 2007 for account and contact management. "It was free, easy to use and install, and we could run it from our own servers," Graske-Borst says. "Our familiarity with the product

definitely gave Sugar a head start against the competition when we looked at expanding."

After evaluating a number of different CRM packages, Community Telco selected Professional On-Site, purchasing an initial dozen licenses from SugarCRM before switching over to Australian-based partner Insightful. "The staff at Insightful were great," Graske-Borst says. "Being based in the area we could get local support without having to be concerned about time differences associated with communicating with the United States."

## The Results

Since the deployment, Community Telco has expanded the implementation across 100 users, focusing initially on sales and expanding to include customer service and service provisioning. "After we got the sales team up and running on Professional, our product roadmap expanded to include service delivery and customer service," Graske-Borst says. "We were then able to tie sales to service and track the customer life cycle through Sugar by mimicking those processes in Sugar Professional."

Initially sales teams would use emails to alert service provisioning of new orders. This time-

*"We've seen a reduction in customer churn thanks to SugarCRM."*

Steven Coles  
Manager Manager  
Community Telco



consuming process was inefficient and email-laden, and worse, blinded management of an accurate view of how efficiently these practices were being executed. "We've taken the provisioning process and automated it using a customized 'Order' module," says Steven Coles, Marketing Manager at CTA. "When a sales person closes a deal, they can order the new service and/or product through the 'Order' module, which then automatically coordinates with our service provisioning team." This includes initial ordering, tracking, and modifying orders so they are completed in a timely manner. "It's reduced the process to just a few minutes," says Coles.

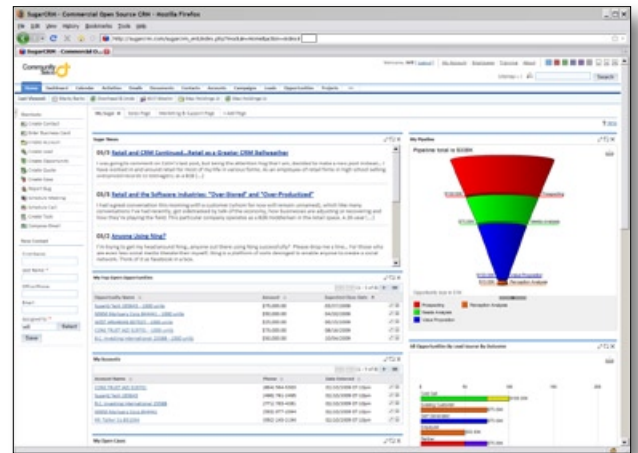
Customizations were also made to the 'Accounts' module to allow sales agents to view all customer information through a single view, including service delivery and procurement information from the 'Order' module, service issues and product information. All told, the customizations have resulted in reduced churn through a better customer experience and improved management visibility of sales, order management and service delivery.

In addition, operational handling of Community Telco's franchises has improved thanks to improved handling and visibility into the order management process. "We also needed to coordinate sales and service delivery with our Community Telco franchises and agencies throughout Australia," Coles says. "They're now linked into Sugar Professional to manage the B2B side of things." Moving forward, CTA will take advantage of Sugar Professional's mobile capabilities so that management and sales people have access to this information while on the road.

"We've seen customer churn reductions both among our customer base and with our franchises as a result of leveraging SugarCRM," Coles says. "We've only begun to scratch the surface with what we can do with Sugar; it's become a mission-critical application for us."

### About Community Telco Australia And The National Community Telco Group

Headquartered in Bendigo, Community Telco Australia (CTA) supports the sustainable development and ongoing prosperity of regional communities through local, community-owned telecommunications companies.



By combining local demand for telecommunications services in regional areas, suppliers are seeing the benefit of investing in infrastructure and services outside capital cities. By keeping profits in local communities, capital that would otherwise be lost to the region can be reinvested locally, creating new jobs and opportunities.

There are currently nine Community Telco franchises and agencies across four states. CTA provides the technology, processes, systems and know-how that enable the Community Telco group to offer professional telecommunications services and a competitive range of products.

### About Insightful Solutions

Insightful Solutions is a specialist SugarCRM provider. They focus on helping clients across Australia, New Zealand and the Asia Pacific to grow revenue and profitability through improved customer relations, facilitated by interfacing a SugarCRM system with existing processes and infrastructure.

Insightful provides professional implementation, customization, training and support services, and offer both hosted and on-premises solutions. Founded in 2005, Insightful has grown to be the premier provider of SugarCRM products and services in the region, with over 150 customers in 13 countries. They are the only SugarCRM Gold Partner and Recognized Developer in the Asia Pacific region.