



Company Profile

Headquarters

Hillegom, The Netherlands

Founded

2005

Company Description

XMS brings Television, Internet and telephony to the homes on top of fiber optic

Customers

Consumers throughout Netherlands

Solution

Sugar Professional™

Implementation Partner

outdare

XMS

A Dutch provider of fiber optic networks turns to SugarCRM® partner Outdare CRM to integrate VoIP into their CRM platform.

With a rapidly expanding customer base, and product portfolio to match it, Netherlands-based service provider XMS was looking for a customer service application it could bank its future growth around. The company, which provides fiber optic networks to some 14,000 customers throughout the Netherlands, is small, with just 15 employees. But XMS expects that number to increase to 30 and for its customer base to double by the end of 2009. With these across-the-board increases, XMS was looking for a CRM application that could manage its call center and customer prospecting needs.

"We were looking for a CRM solution that was scalable and flexible," says Reinier Kramer, chief of operations at XMS. "We knew it had to grow with the company and allow us to scale with it."

With that in mind, XMS went to market in 2007 and quickly settled on SugarCRM, leveraging Sugar Professional for campaign management and sales when establishing new fiber optic networks. But it was in the beginning of 2009 that XMS came across Netherlands-based Outdare CRM, a SugarCRM partner and systems integrator, that managed to take the XMS implementation to the next level by integrating telephony with SugarCRM.

Bringing VoIP into the Contact Center

Outdare CRM expanded the implementation from the confines of marketing to include call center service, service delivery, and customer prospecting. "Outdare showed us the possibilities of using a VoIP (Voice over Internet Protocol) plug-in to make Sugar a strong tool for our new helpdesk team," Kramer says. Furthermore, XMS is also leveraging Sugar Professional for communication with customers over various service channels, including mailings and SMS,

based on workflows designed around specific service delivery requirements.

All told, Outdare CRM accomplished the telephony integration within three months. Sugar Professional received little customization to the UI or functionality, and the application is generally used out-of-the-box, but Outdare did make some integrations with a series of custom-built applications for service delivery and configuration with the VoIP solution.

"If we encounter an infrastructure failover in a certain area and customers are calling us, the VoIP system plays a message that we're working on the failover based on the caller's ZIP code," Kramer says. "This saves us an enormous amount of time and improves customer satisfaction. It's just one example of all the possibilities we're receiving using VoIP and SugarCRM."

Continuity Across All Customer Processes

Sugar Professional is now used by XMS employees for sales, marketing, and technical support. Since expanding the rollout in the start of 2009, XMS has experienced improved reporting on customer activities and continued customer growth while reducing costs.

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In addition, SugarCRM's web-based architecture has allowed XMS to decentralize offices throughout the Netherlands. End users can access the system from various locations without having to worry about infrastructure issues, giving XMS the data security of an on-site installation but with the benefits of a hosted deployment.

"The main goal for XMS with SugarCRM was to improve upon several customer-related processes; not limited to just marketing and sales," Kramer says. "By improving the quality of information and communication with current customers and potential ones, XMS has been able to enlarge its customer base and reduce costs. With Sugar, we're getting the most bang for our buck."

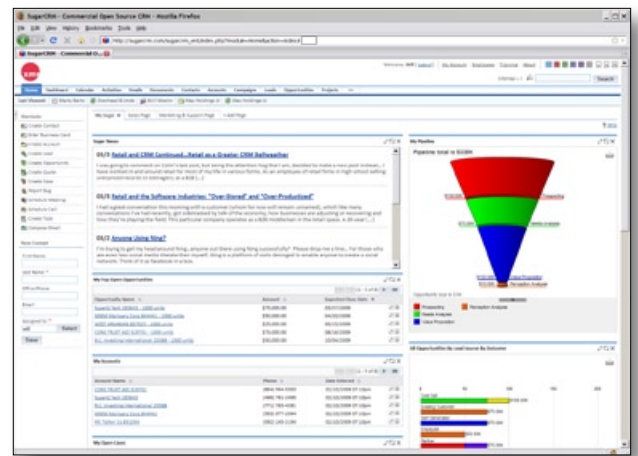
About XMS

XMS delivers services to end users on one of the first 'Fiber To The Home' networks in the Netherlands: the so called 'Portaal' network. Its present shareholders are InterNLnet (a company owned by Telecom Italia) and Reggefiber. Reggefiber constructs, manages and exploits optical fiber to the home networks and intends to provide every dwelling in the Netherlands with a connection to their optical fiber network. XMS brings Television, Internet and telephony to the homes on top of that. <http://www.xmsnet.nl>

About Outdare CRM

Outdare CRM is an Open Source expert and known for delivering web based open source solutions for the Dutch market. Outdare has unique expertise in implementing SugarCRM for both international businesses and governmental organizations. The business unit Outdare CRM offers a full menu of CRM services such as implementation, configuration, consultancy, training and customization.

Outdare offers telephony integration for SugarCRM with the open connector Liz which is available via Sugar Exchange. <http://www.outdare.nl/>



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