

Concierge Solutions: A CRM Case Study

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In today's highly competitive business environment, companies demand top performance of their employees to further the bottom line, however, the most successful companies understand that this dedication to service goes both ways. Companies who actively take care of their employees reap the benefit through increased sales and productivity, stronger employee retention and more loyal and proactive team members that go the proverbial "extra mile" with their customers. And that extra mile is even more important when your in the corporate concierge industry, where companies must service a myriad of customers and mistakes are simply not allowed.

Company: The Concierge Colorado and Hospital Concierge of America offers corporations and healthcare organizations a competitive advantage by providing employees with the convenience of a personal assistant that allows them to delegate their to-do lists and focus on their jobs instead.

Problem: Todd Wheeler, owner of Concierge Colorado, must ensure that his extensively trained and professional staffers are able to work efficiently and manage the 30,000-plus requests they receive each year. "With thousands of customers and tens of thousands of requests per year we needed a system to manage and track all of the idiosyncrasies and details of these tasks and produce reports in real-time," says Wheeler.

Solution: After an extensive search, the company chose to implement InfoStreet's StreetSmart CRM product. The application, which they felt was an all-encompassing solution that would fulfill their diverse needs, is a suite of Web-based applications that includes portal access, file sharing, shared calendaring, scheduling, tasks, e-mail and CRM. Delivered via a secure Web browser, employees are able to access their entire desktop in real-time from any location, a particularly handy feature for those urgent after-hours requests that crop up.

Results: "With StreetSmart, we were able to customize the system for the concierge industry," says Wheeler. "With Street Smart in place, we can have people up and running and using the system…in less than an hour."

Since implementing this technology, Concierge Colorado says that they've seen marked increases in efficiency, tracking, reporting, management, sales and operations and communications—both internally and with their remote sites. In fact, Wheeler estimates that their increased efficiencies have allowed them to be more competitive in the marketplace and can be directly attributed to about a 30% increase in business since the implementation.

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