



New York



London



St. Petersburg



Voronezh



Kharkov



Kherson

CRM Reporting Case Studies

Data consistency analytics and employees' performance reports

The power of a CRM-system is its ability for an in-depth analysis of customer data. Without it, any CRM-system is just a big address book. The best way to see analytical information is the custom reports developed according to a company needs and chosen CRM-strategy.

To fit client's business requirements it was necessary to develop several complex reports which would help understand the overall data consistency, present activities performed by account managers and display analytical data corresponding to companies and contacts.

Result

More than 40 different reports were custom designed and implemented during the project's time frame. Most of them focused on specific target groups or managers: for the CEO, the CFO, marketing and sales teams, as well as communications and PR.

Technologies

MS SQL 2005, T-SQL, MS SRS

Project Timeframe

Six months

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