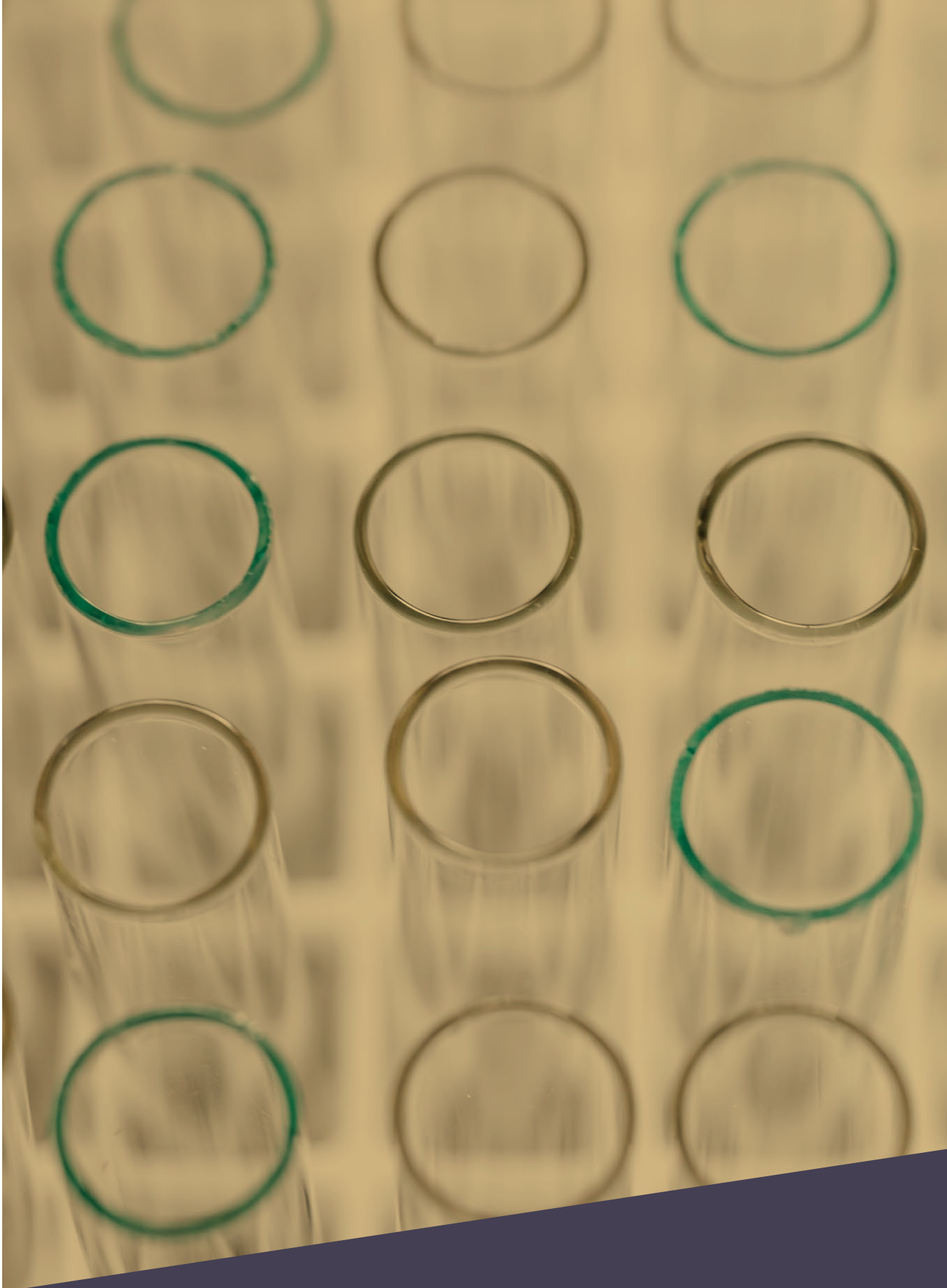**Case Study**

Oneworld Accuracy

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Oneworld Accuracy adopts SuiteCRM

CUSTOMER NAME:

Oneworld Accuracy

CUSTOMER DETAILS:

Vancouver, Canada
Messina, Italy

ORGANISATION TYPE:

Independent, social
enterprise group

EMPLOYEES:

35+ Employees

SUMMARY OF KEY BENEFITS:

- Help define internal processes

- Centralised repository for all customer
  data, enabling improved customer service.

- Reporting and automation functionality
  with a user-friendly UI.

- Facilitating "Provider" Portal/Access

Optimising business processes with SuiteCRM

Oneworld Accuracy (1WA) is an independent external quality assessment (EQA) provider for medical laboratories and test sites based in Vancouver, Canada with satellite office in Messina, Italy. They provide a set of over 200 accredited EQA programs which aim to help improve the quality and reliability of test results. Their mission is to "achieve universal testing accuracy for improved healthcare for all people". They advance this mission by helping public health groups globally start or improve their own EQA programs through an innovative model called collaborative EQA. At the core of this model is a sophisticated multi-tenant EQA informatics system called OASYS (Oneworld Accuracy System) which 1WA develops, hosts and continually improves in Agile Sprints. To date, more than 50 groups globally have adopted this model.

1WA turned to Sales Agility to add CRM / support functionality to OASYS so that 1WA and collaborating EQA providers would have a centralised CRM platform that would allow all of their data from third party plugins and systems to be integrated into one place. This centralised repository would further facilitate defining internal processes and driving efficiencies throughout the collaborative model, enabling 1WA and collaborators to focus on providing excellent customer service, resulting in a strengthened revenue flow.

The Challenge

1WA required a CRM system which would provide a 360-degree view of the business, enabling all stakeholders access to up-to-date information at any given time. The system was needed to help 1WA define and streamline internal processes, creating a more efficient workforce.

With clear and defined business processes, internal departments wanted to be able to utilise the platform and the available data in a way that would allow them to nurture their customers. Providing increased opportunities for automation and reducing mundane admin tasks. Oneworld Accuracy can now spend their time improving on customer journeys converting customers into loyal brand advocates.

The CRM implementation was split into a 4-phase rollout, one of which specifically addresses the roll-out of the software externally. It was therefore essential for the CRM to have an intuitive yet easy to understand user interface (UI). Enabling users to take the software and use it without too much intervention or explanation needed.

Key Problem Solved

SalesAgility worked with 1WA delivering Requirement Workshops to key stakeholders. Once the requirements were identified, the SalesAgility team developed the key functionality for their customised SuiteCRM instance.

- **Centralised system:** SalesAgility created a single repository for all business data, including data pulled in from external third-party plugins which had been integrated with their CRM.

- **Efficient business processes:** SuiteCRM was implemented for 1WA as a means of streamlining business processes. The solution created, oversees all business activities, through which analysis can be carried out to differentiate between the processes that work and provide ROI and those that don't.

- **Automation of business processes:** Through the implementation of SuiteCRM, SalesAgility were able to set up automation for some of the business processes that 1WA were carrying out daily. Internal departments can now allocate their time and efforts into more effective activities instead of manual data entry and maintenance.

- **Reporting solution:** SalesAgility created a CRM system that would allow 1WA to easily analyse and evaluate their business data. Through the reporting module, analysis of segmented data can be carried out empowering teams to make strategic and informed business decisions going forward.

1WA now have a high quality configured SuiteCRM system which is tailored to their unique requirements, allowing them to work efficiently whilst keeping their customers at the centre of everything they do. The CRM is scaled deep into their business processes and will be able to grow with them as they themselves grow.

> *"As we have rolled out SuiteCRM with SalesAgility's guidance and support we have seen a significant level of engagement from our staff. Key people within our organization are using SuiteCRM to drive new marketing and sales initiatives plus enhancing support processes that are generating an order of magnitude in savings in operational costs.*
>
> *We are also looking forward to rolling out interfaces to SuiteCRM to our partners for them to enjoy some of the same benefits."*
>
> JEFF CHRISTENSEN, CTO

About SuiteCRM

SuiteCRM is the world's most popular open source CRM with over 925,000 downloads and an estimated 4.5 million users world wide.

Key features include sales, marketing and service modules. SalesAgility is the driving force behind SuiteCRM and the logical option for enterprises and organisations looking for professional SuiteCRM services, such as migrations, consulting or training.

SalesAgility also offer with SuiteASSURED a total care package for SuiteCRM.

For more info, as well as a free demo, check out: **www.suitecrm.com**