

About MakoLab

MakoLab is a dynamically developing IT company, specializing in creating advanced business solutions designed on basis of modern Web technologies. The basic areas of activity include:

- Dedicated Web solutions
- Web systems for management of business processes
- Modular business applications
- Implementations of Business Intelligence
- Outsourcing, programming and data center services
- Creation of software development tools

MakoLab has over 15 years experience on the IT market. The company is a partner of Microsoft (Gold Certified Partner).

The company is listed on the New Connect market of the Warsaw Stock Exchange.

MakoLab provides services to clients in Poland and abroad. 40% of the company's income is generated by foreign projects.

Contact:

Headquarter:

MakoLab S.A.
Demokratyczna 46
93-430 Łódź

Tel + 48 42 683 74 60
fax + 48 42 683 74 99
info@makolab.pl

www.makolab.pl

Sales office:

Niciarniana 2/6
92-208 Łódź

Tel + 48 42 683 74 62
fax + 48 42 690 87 00
sales@makolab.pl
www.makolab.pl



Customer Relationship Management
Case study: Europcar

About MakoCRM system

MakoCRM is a Web application that supports creation and maintenance of good relations between a company and its clients. It is a tool used as means for realization of enterprise's strategy and operational philosophy.

MakoCRM:

- simplifies sales-marketing processes
- systematizes the possessed data transforming into ready-to-use analytical information
- provides data required on every level of a company's organizational structure (board, operative staff), helping in day-to-day operative work

Technology

MakoCRM uses the following technological solutions:

- Microsoft SQL Server 2008 with Reporting Services
- Microsoft.NET Framework 3.5
- ASP.NET
- DevExpress ASP.NET Components



The application is used in processes related directly to client support. It is also a platform for creating integrated tools for support of internal operative processes in companies representing different branches of business.

MakoCRM groups functionalities into thematic areas related to the specification of particular departments of a company. It contains tools useful in everyday operative work (management of directories, documents, calendars or contacts), and additionally helps in elaborating analyses that assist in making decisions of strategic importance (payment reports or expected income reports).

MakoCRM for Europcar – case study

Company profile

Europcar is a company specializing in car rental. It operates in over 170 countries around the world, supports over 10 millions contracts a year and has over 215 cars in its fleet. Europcar operates in Poland since 1991 and is represented by Inter-Best-97 Sp. z o. o. The company has its departments in every major city in Poland and on all airports with international flights.

Goal

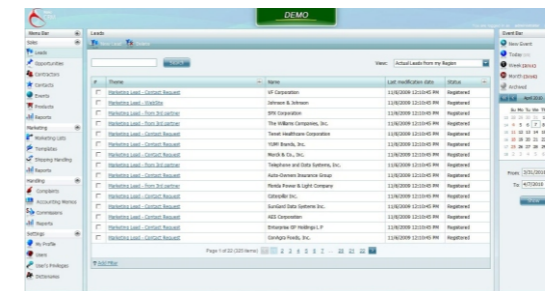
The goal of implementing a MakoCRM - class system in Inter-Best-97 was to support processes related to acquisition of the new business clients and to increase the quality and efficiency of their support. After a thorough analysis of solutions available on the market, the company's board decided to realize the project using the competence and software of MakoLab S.A.

Realization

The implementation of the MakoCRM system was preceded by conducting an analysis of end-user requirements and business processes from the domains of sale, marketing and post-sale support. A functional project of the system emerged as a result of the analysis. One of the key elements of the solution that constituted a major design challenge was to integrate the MakoCRM reporting system with sales management and the financial-accounting system. The difficulty laid in different technologies applied by particular systems dedicated to different teams.

Before launching the MakoCRM system in a production environment, a training/testing environment has been created, where mechanisms of integration and functionalities specified in the project were elaborated. This environment is used for staff training and acceptance of changes.

Beside typical solutions encountered in systems of this class, the MakoCRM system implemented in Inter-Best-97 also provides dedicated elements. Examples of these include: functionalities of supporting financial notes, a specific complaint mode and documents of evaluation of a contractor's potential.



Implementation of the MakoCRM system created by MakoLab in Europcar allows for complex analysis of data from the areas of sale, marketing and post-sale support. Owing to this, evaluation of effectiveness of sale representatives and of undertaken marketing activities has become much more measurable. The ability to conduct a thorough analysis of a contractor's status is also important: quantity of sale, punctuality of payments or issued complaints.

By implementing the MakoCRM system we have also obtained a convenient tool for communication inside the company and for data exchange, owing to which every operative employee may significantly influence the creation of sale-marketing policies by introducing vital data into the system.

Bożena Arak
Marketing & Sales Director
Inter-Best 97 Sp. z o.o.
Europcar Poland

MakoCRM
Customer Relationship Management