

CRM solution helps eSkill improve customer loyalty and build its business

The ability to manage customer relationships is key to every company's ongoing success. By understanding the buying patterns and behaviors of their customers, companies can more effectively market their products, cut costs and increase sales. For eSkill Corporation, a leading provider of Web-based testing skills, a customer relationship management (CRM) solution is helping the company build long-term relationships with its clients and turn leads into new customers.

eSkill specializes in delivering customized, online skills testing for the corporate hiring and training market. The company's online skills assessment services cover more than 100 technical, clerical, business, math and language subjects. To date, 1 million tests have been administered by eSkill and more than 1,600 companies around the world use these testing services to reduce the time and money spent on their recruiting activities.

Improving customer interactions

Since its inception in 2000, eSkill's business has grown steadily over the years. To support that growth, the company wanted a CRM solution that would help it improve its interactions with its customers and increase sales. eSkill also knew that as a small business it needed a flexible, yet affordable, solution.

OSF Global Services personnel consulted with eSkill to understand its business problems and map out a strategy to address those needs. After a thorough analysis of eSkill's business goals, OSF Global Service specialists recommended a CRM solution built on the Salesforce.com platform. Salesforce.com is a cloud-based technology that allows companies to accurately and cost effectively manage their client data, activities and histories.

Delivering on commitments

Over the next six months, OSF Global Services developers implemented a customized CRM solution that offered eSkill the flexibility and scalability it needed to support its growing business. In addition, the developers seamlessly integrated the CRM solution with other applications that eSkill uses to run its operations and provided testing services throughout the process to ensure the applications ran smoothly. And OSF Global Services personnel continue to deliver post-implementation support.

“One of the things that sets OSF Global Services apart from other vendors is the level of expertise and experience they bring to developing CRM solutions,” stated Keith Nadeau, VP of Sales at eSkill. “Over the past several years, we’ve worked with OSF Global Services on a number of projects, and they always deliver on the commitments they make – and oftentimes deliver on those commitments ahead of schedule. They have become a trusted partner that we can depend on.”

Increasing return on investments

According to eSkills, the Salesforce.com solution has helped the company reduce costs, improve customer retention and increase the return on investment of its presales activities.

For example, in the past the company spent approximately \$14,000 a month of its advertising dollars on Google AdWords campaigns. But thanks to data that the company is able to collect via the CRM solution, eSkill has been able to reduce that expenditure to \$8,000 a month. At the same time, the qualified leads that eSkill has obtained have increased 10 to 30 percent per month. And last year alone, eSkill doubled its revenues – testament to the power of its CRM solution.

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