"If you can write it down on a piece of paper, the system can do it," stated **Lori Aldridge**, Business Technology Specialist.

THE QTI GROUP DELIVERS PROACTIVE CUSTOMER SERVICE WITH CREATIO MARKETING AND SALES

Matching talent with culture and culture with talent is how The QTI Group is helping all types of businesses address HR needs. **For over 60 years nationwide**, The QTI Group has been extending its knowledge in staffing, recruiting, compensation consulting and HR services.

The multifaceted company boasts four lines of business, nine offices in a single state and hundreds of experts servicing companies in a wide variety of industries including education, manufacturing, biotech, finance and nonprofit.

Looking for opportunities to maximize results

QTI wanted to deepen their existing customer relationships and improve internal communications by uniting the four lines of business, *"Many conversations were happening about customers in the hallways or the lunchroom rather than in a system of record that everybody had access to,"* observed **Jill Dohnal**, Director of Marketing. In combination with office chitchat, customer information was spread amongst different, smaller systems. *"There was no good place to see what has been happening with a customer,"* states **Jill**.

The QTI Group sought a CRM software that was simple to use, easy to customize when needed and offered an integrated marketing module. *"You want a vendor that is wanting to stay cutting edge, they want to be the leader of the pack,"* emphasizes **Lori Aldridge**, Business Technology Specialist. Within two months of signing the implementation contract with Creatio, the company went live.

Number **of customers using three lines of business increased by 67%** from 2016 to 2017.

QTI is ensuring every instant is a selling instant using Creatio marketing

Creatio

ACCELERATE

"50% of the time, they result in future business," **Jill** informs.

The QTI Group consolidated all of its customer data in Creatio, generating cross-divisional records in one cohesive database. Employees from all business lines now access up-to-date customer information daily. Marketing employees use Creatio to launch email and social media campaigns to personalize communications. Campaign progress is monitored in real-time. Furthermore, with Creatio's predictive lead scoring, QTI is able to determine the warmest leads for pipeline maximization.

With the optimization of lead flow, sales team informal communication volume and inaccurate information has decreased, saving valuable time.

Accelerating sales with existing customers

With accurate, real-time customer data on one platform, QTI can track the full client life cycle, *"We now know how long it takes for a lead to become a customer,"* shares **Jill**. QTI stays proactive in delivering exceptional customer experience by monitoring customer satisfaction levels through automated task reminders for follow-up, *"50% of the time, they result in future business,"* **Jill** informs. As a result, the number of blended service **customers using two or more lines of QTI business increased by 20%** from 2016 to 2017. Whereas the number **of customers using three lines of business increased by 67%** from 2016 to 2017.

With Creatio's profound low-code capabilities the Business Technology Specialist is able to customize numerous processes without IT involvement. *"If you can write it down on a piece of paper, the system can do it,"* stated **Lori**. Using Creatio's diverse sandbox environment, new processes are developed and tested before launching.

In this manner, QTI is able to develop and change processes as required, ensuring its continual growth and adaptation to company and customer needs.

With Creatio's profound low-code capabilities the Business Technology Specialist was able to customize 15-20 processes.