

Campbell Corporate Services

utilizes Creatio to deliver exceptional services to Australian property owners



ABOUT THE COMPANY

Campbell Corporate Services (CCS) knows there's no place like home – and that is why it commits to taking care of all housing and maintenance-related duties of its cherished customers. The company provides a wide range of owner's corporation management services – from insurance and annual budgeting to maintenance and essential services management to make sure its customers live a carefree life. Being one of the leaders in the Australian market, Campbell Corporate Services takes pride in its industry expertise and customer-centric policies.

SAYING NO MORE TO REPUTATIONAL RISKS

The company's 10-year-old legacy system had reached end of life and was putting its customer-facing operations and business excellence at risk. Without data integrity and streamlined processes, it was challenging for CCS to manage an incredible number of customer service requests.

Considering that CCS team supervises over 450 properties with over 4500 units, incoming service request require efficient management. During cyclones, fires, and floods, or other natural catastrophes that are not uncommon in Australia, CCS receives a flood of service requests. With an average of over 400 requests emerging simultaneously in these circumstances, Campbell Corporate Services required a system to help them manage these jobs in a timely manner. Realizing an end of life job management system could create a disaster, the company started to search for a new software solution.

"Campbell Corporate Services was looking for a fully-fledged, easy-to-use, highly customizable, cloud-based, and cost-efficient solution for end-to-end job management processes. Creatio was a great fit for the company in every single aspect," claimed Waseem Ishaq, Creatio's integrator partner.

WEEKEND GETAWAY FROM A LEGACY SYSTEM

Quick data migration was one of the Campbell Corporate Services' primary requirements. The company wanted to start using the software right away without having to tackle a steep learning curve. Thanks to the vendor's and partner's support along with a set of user training conducted, the company's employees learned the ins and outs of Creatio before it was implemented. This allowed them to start using the system to its full potential as soon as it went live.

"The transition from a legacy system to Creatio couldn't be any smoother," recalls Paul Campbell, the company CEO. "Our partner took care of data migration during the weekend, and when our employees got back to work on Monday morning, they started the week with a new system without any disruptions whatsoever".

That weekend, as over 700,000 transactional records and 55,000 jobs migrated from a legacy system to Creatio, the company left its legacy system behind and experienced vast business processes improvements.

NEW SOFTWARE - NEW LEVEL OF EXCELLENCE

Campbell Corporate Services constructed a day-to-day job management system based on Creatio's functionality to improve its business processes visibility and streamline customer requests management. Thanks to Creatio's advanced capabilities, the company is confident that not a single customer request falls through the cracks.

With a unified jobs database, standardized services catalog, advanced requests classification, and pre-configured business processes, a great deal of manual and time-consuming work was optimized. To help CCS's employees tackle pending or overdue cases, a number of business rules were designed for automation of certain actions required. Creatio solutions for increased efficiency of case processing enabled the company's employees to successfully manage up to 10,000 active cases in a timely manner.

Apart from providing Campbell Corporate Services with advanced case management tools, Creatio took control over a range of other business operations including customer database management, cost management and reporting, document management, and others. In doing so, CCS succeeded in creating a unified digital workspace for its employees.

They are now able to monitor every single task status and customer data update, keep track of customer interactions history, access performance analytics for actionable insights, and find any document they need in an instant.



A GLIMPSE INTO THE FUTURE

Creatio's scalability encourages Campbell Corporate Services to regularly come up with new ideas for maximizing the benefits of Creatio's functionality. The system's low-code development tools can meet nearly any of CSS's requirements. *"I can use the platform and develop any application on it. Whatever business need I captured from the customer, I could deliver it with the help of the system," claims Waseem Ishaq, Creatio's integrator partner.*