CONVENIENT SOFTWARE SOLUTIONS UNLOCKS THE POWER OF TECHNOLOGY-DRIVEN INNOVATION WITH CREATIO

ABOUT THE COMPANY

Convenient Software Solutions is a Netherlands-based company that supports and develops software packages for healthcare providers. From healthcare helpdesk software to fully-fledged software tools for paramedics, Convenient Software Solutions is on a mission to contribute towards the improvement of healthcare by helping people and companies make software work for them.

ESCAPING THE LEGACY SYSTEM'S TRAP WITH NEW BUSINESS SOLUTIONS

Convenient Software Solutions takes pride in providing vertical software solutions for the healthcare industry. The company's unique selling proposition helped them maintain a strong market position for years. However, the rise of competition made Convenient Software Solutions reconsider its business strategies.

To keep up with dynamically changing market trends, Convenient Software Solutions wanted to overhaul its business with the latest technology. As the software provider, the company could clearly see its biggest technology pain points across several functional areas. The company's multiple disconnected software systems couldn't provide a unified view of customer data. It created a risk of jeopardizing the company's operational efficiency and customer experience. Therefore, the company decided to set up a large-scale innovation process that would enable them to advance their business operations and maintain a competitive advantage.

BRINGING THE BEST OUT OF AN EMERGING COMPETITION

As their first step, the company's patchwork IT infrastructure was unified and centered around Creatio. Sales, marketing, and customer service operations are now all managed within a unified low-code, process management and CRM platform. Creatio was also integrated with an in-house licenses management software, a third-party accounting software, and ITIL service customer portal. These solutions helped Convenient Software Solutions achieve a solid level of business processes transparency and cross-departmental alignment.

An emerging market competition also urged Convenient Software Solutions to find new ways of acquiring new customers. Therefore, the company put a strong focus on utilizing Creatio's marketing capabilities. Convenient Software Solutions was able to undergo a quick transition from a company that followed offline marketing strategies only to one that is fully equipped with cutting-edge digital marketing tools. Currently, Convenient Software Solutions streamlines its marketing efforts effectively with a help of a wide range of Creatio's solutions such as trigger-based marketing campaigns, personalized email templates, website behavior tracking, and more. On top of that, email and website integrations with Creatio allow the company's marketing team to process leads right away in the CRM system.

Convenient Software Solutions knew that connectivity is the key to a superior customer experience. To keep their customers close, the company launched a feature-rich customer service portal. The portal is fully integrated with Creatio, which enables the company to display specific customer data stored in the CRM system to customers.
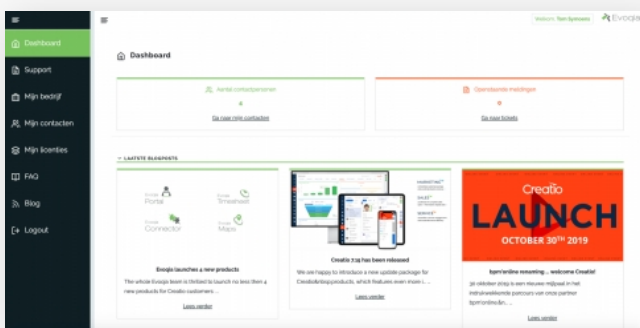
Portal users can view their subscriptions details, request for additional products or services, access the invoices and payment-related documents, read the latest release notes and newsletters, and get answers to frequently asked questions.
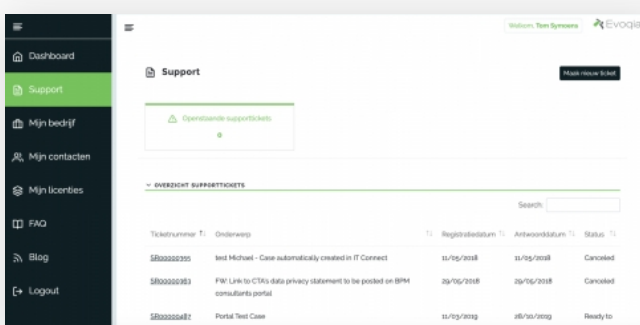
The portal also serves the role of a community with internal discussion groups around specific products or features.

THE SOLUTIONS THAT COMBAT THE RESISTANCE TO CHANGE

The company's early attempts at organization-wide change felt like serving old milk in new bottles. The company knew that driving technological innovation without changing the way they worked wouldn't make any sense or impact. Therefore, Convenient Software Solutions decided to develop a comprehensive user adoption strategy that could not only help them deal with employees' resistance to change, but also turn them into active agents for change.

To drive these changes effectively, Convenient Software Solutions joined its efforts with Evoqia, Creatio's trusted partner, which carried out the implementation project. Together, they conducted a range of trainings for the system's end-users.

"The users need to know what the system can do to understand what they can do with the system," said Kurt Geefs, Business Manager at Evoqia. "When employees get a big picture perspective on the new technology, bottom-up innovation can be leveraged effectively".

Strong partner commitment and active employee engagement throughout training sessions resulted in further process improvement solutions and system customizations. Now Creatio's end-users at Convenient Software Solutions create a range of business processes and solutions themselves with the help of low-code tools.

EVOQIA IS CREATIO'S TRUSTED PARTNER

Evoqia represents a motivated and experienced team, driven by the digitization of business processes. The company pursues the mission to support organizations, both profit and non-profit, in coping with the digital revolution challenges. Evoqia provides services that cover the complete customer journey, from marketing automation to customer service, all based on world leading cloud technologies. The company implements fully customized platforms that integrate in customer's existing environments.