

Adros Baltija specializes in staff education and recruitment and provides high-quality advisory services on increasing working efficiency. Since 1996, Adros Baltija helps companies like Deloitte, Accenture, Hyundai, Cemex, UPS, Xerox, Mitsubishi Motors, and many others to recruit top talent.

PRODUCT:

Sales Creatio

INDUSTRY:

Professional Services, Human Resources

REGION:

EMEA

CHALLENGE

The legacy system Adros Baltija used couldn't support its needs for automation and operational transparency. The company needed an innovative software to standardize its sales processes and manage HR projects effectively, all while turning data into actionable insights. Adros Baltija saw Creatio as a well-suited technology solution to achieve their goals.

Adros Baltija had the following requirements:

- A system able to support the flawless execution of both customer-facing and internal processes
- Powerful tools for citizen developers to create new applications quickly and modify business processes on the fly
- An open API enabling the company to integrate the system with multiple solutions and build a unified ecosystem of apps
- Strong consulting and technical support during the implementation phase and after the project launch

SOLUTION

Creatio provided Adros Baltija with the following:

- Large-scale sales force automation
- Dynamic case management tools for workflow automation
- An optimized lead management process
- An integration with landing pages to streamline leads management
- Data enrichment tools to gather insights about leads coming from specific landing pages, including their product preferences, budget, deadlines, etc.
- A tailor-made recruitment management tool to support efficient hiring processes
- A custom section for streamlined vacancy management
- A pre-configured rule to notify unsuccessful candidates for a job about rejection

BUSINESS OUTCOMES:



Sales cycle length decreased by 20%



Complete operational transparency across the entire long sales cycle and other key operations



Higher standards of customer experience set and maintained

Creatio was implemented by Aviterra, Creatio's valued partner. Thanks to the vendor and partner support, Adros Baltija was able to automate and improve the execution of its key operations. The system allows Adros Baltija to leverage profound analytics and tackle operational pain points, which helps the company better serve its customers.