"datapine gives us all the insights we need in a compact space"

Moritz Klussmann CEO Customer Alliance

ORGANIZATION

Customer Alliance

LOCATION

Berlin, Germany

WEBSITE

www.customer-alliance.com

INDUSTRY

Software as a Service

ABOUT

Customer Alliance provides a rating system for the hotel industry to review and analyze customer data. The goal is to generate a huge amount of high qualitative customer reviews, helping hotels to drive more visitors and bookings through their website.

DATASOURCES

CHALLENGES

- Data is spread across several systems (among others MySQL databases, SugarCRM and CSV files)

- Performance of sales team should be tracked on an hourly basis

- Combine data from sales and customer support

REQUIREMENTS

- SaaS-based analytics solution that requires a minimum of IT involvement

- Easy integration with SugarCRM

- Reliable customer support

RESULTS WITH DATAPINE

BETTER CUSTOMER INSIGHTS AND DECISION-MAKING

"datapine gives us all the insights we need in a compact space. Thanks to datapine we are able to review relevant customer data in our automated reports and react on current trends and opportunities much faster. The ability to quickly combine data from different sources provides us new insights for our sales department and has increased the number of closed deals significantly.

INCREASED OPERATIONAL EFFICIENCY THROUGH INFORMATION SHARING

"When implementing datapine throughout our organization, we first focused on evaluating past and existing sales initiatives due to their strong impact on the company's continuing growth. datapine's interactive, real-time dashboards are now delivering detailed information that enables our sales representatives to identify and evaluate sales prospects much faster and more accurately."

INCREASED PRODUCTIVITY WITH MOBILE ACCESS TO INFORMATION

"With the support of datapine, we can provide our management team the ability to access all dashboards on the go. Users can leverage the iPad's native, touch-screen functionality to browse charts and tables, filter to information of interest and drill into reports for more detail."

www.datapine.com