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Best practices study.



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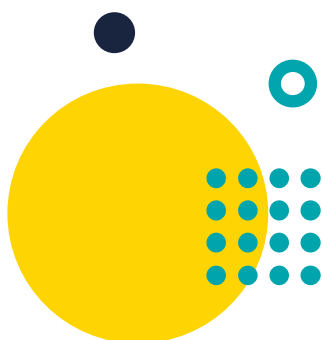
Best practices study.

The best practices study aims to present a successful case study of a company that has initiated and developed a path towards a digital business as a means of raising awareness and boosting sales.

Grupo Drongal is a company specialising in audiovisual production, drones and training. They make corporate videos, tourism promotional videos, event videos, weddings, drone courses, video recording, photography and video editing.

The starting point for the development of this study was the identification of the concerns of SMEs from different sectors, which expressed their interest in learning about good practices in the areas of process management, among others.

Throughout the study we tell you how, with different tests with process management tools and databases, they have managed to significantly improve their internal processes and improve the relationship with their customers, being able to anticipate their needs.



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Information about the company.

WEBSITE >

www.drongal.es

YEAR OF FOUNDATION >

2016

LOCATION >

C/ Canido 36
36350 Nigran – Pontevedra

NUMBER OF EMPLOYEES >

2

TYPE OF COMPANY >

Single-member limited
liability company

MAIN ACTIVITIES>

Drone operator, audiovisual production
and photography

SECTOR >

Multisector

Problem or need

The need was detected to keep a correct control of the clients for the commercial part of the business, both online and offline, having a detail of what is discussed and agreed with them. Not only with current customers, but also with potential customers. They needed to be able to keep rigorous track of all conversations and dealings with their customers and budgets. For this, it was not enough to have it written down in a notebook, as important information was lost or omitted.

They wanted to be able to have a database that encompasses all conversations, quotes and invoices. They have been in different situations where a customer needed a service from them, but not at that moment, but in the future. They wanted to be able to exploit the data for campaigns, promotions and follow-up, so they established the need for a CRM. And thanks to the implementation of a CRM they have managed to have the control they needed and the possibility to carry out a follow-up.

Implementation process and solution

They started their process by attending different talks and workshops that explained the options on the market and started experimenting with different free cloud-based CRMs to see which ones met their needs.

They saw that all CRMs are very complete, with many possibilities, not only for closing a contact, but also for monitoring social networks and email campaigns.

They were looking for a CRM that met their needs and objectives, and finally chose Zoho CRM, although they are still exploring and testing different CRMs. They have found it very easy to use a CRM, as it is a database in which they have entered data such as name, surname, email and conversations with each customer. Through the alert system, they automatically receive reminders to resume conversations after a certain time or according to what they have set up.

They are also experimenting with Sendinblue and only have to enter name, surname, email and what they want to do and assign tasks. In principle, this is enough for them to carry out management tasks and it is easier if you have no knowledge of CRM, as it has a very intuitive panel where you can see all the information at a glance.



The implementation process has been quick and easy for them, as the most laborious part is the data entry, but it allows them to access online from anywhere and from any device, simplifying and speeding up the process. They consider that it is not a long process, but rather a short one. In their case, they have only had to enter the details of the customers they want to track. In addition, they have been able to learn quickly as there is a lot of information and tutorials available on the web.



“There are CRMs that are simple and intuitive, and you can learn to use them in a week. The more realistic you are about putting the data in, the easier it is to analyse it later.”

Technologies or tools used

They have tried different CRMs, but at the moment they have chosen to use these two:

- Zoho CRM
- Sendinblue





Challenges or barriers

As a small company, they do not have the capacity to do everything and exploit the possibilities of a CRM to the full. They have a constant learning process that evolves as their business evolves. They didn't need a full-featured CRM, but one that met their needs of having their customer database and conversations to be tasked and send reminders to carry out or reengage with customers. They didn't need email marketing and social media management and campaigns, as they don't need or use it at the moment.

At first, if you are not familiar with CRMs, they can be confusing to use, as some of the more advanced and comprehensive CRMs can be unintuitive due to their endless possibilities. However, more and more CRMs are becoming simpler and more intuitive, although they are in danger of falling short of the needs of larger companies.

On the other hand, what they have found most tedious has been to enter the information correctly and completely, in order to have quality data.

Results

Thanks to the implementation and use of different CRMs, they have improved and optimised their customer service process. They have been able to close deals with their customers faster and more effectively, ensuring that they always have all the necessary information. The way they keep in touch with their customers is mainly by telephone. Therefore, their customers appreciate a closer treatment, feeling listened to, as the supplier they talk to has all the information.

From Grupo Drongal, they can be aware of what is happening with their customers, facilitating the process of trying to solve the needs of their (potential) customers and generating confidence in their business, which is essential when closing deals.

They use the CRM as a script and glossary of the information they have exchanged with their customers, being able to carry out different statistics that then give them information to deal with future customers, being able to better focus their market niche and helping them to better target their commercial actions.



"It's trial and error, it's an improvement for you, for your company and for your customers."



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Lessons learnt

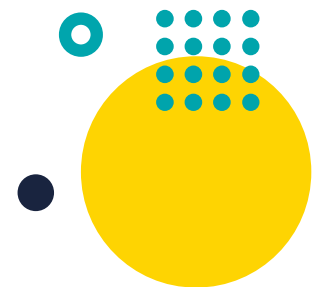
Grupo Drongal believes that there are many possibilities to receive free training to go digital and that it is necessary to initiate and evolve in the process of digital transformation. In their experience, not all options cover everyone's needs. It has been a process of trial and error until they have found the options that best fit their needs at the moment and have seen an improvement in their daily management, for the company and for their customers.

Future plans

They are modifying their website, exploiting the data they have in their CRM. For example, thanks to the CRM, they have been able to detect complaints or frequent needs of their customers, so they are trying to be able to offer this demanded service. It has allowed them to better understand the needs and the state of the market.

They are going to launch a new website with new market niches and new services, oriented to the needs they have detected among their clients. This will be reflected on the website and will be reinforced with campaigns for their clients.

The best practice study has shown how, by testing different tools, they have found the right ones for their needs, improving many of their internal processes, and considerably improving the relationship with their customers.



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