

# MoreVisibility Sharpens Sales and Marketing Efforts with CRM On Demand Solution

## The Challenge

MoreVisibility is a full-service interactive marketing agency and a leader in search engine optimization, search engine marketing, Web design, and social media. Even in a sluggish economy, business has been brisk for the Web-savvy MoreVisibility, which helps clients in every industry raise their online profiles with a unique blend of technical expertise, industry knowledge, and customer focus.

To maintain momentum, it's critical for MoreVisibility to stay in close touch with clients—and attract new ones—day after day. So it saw the need for automating sales and account management activities, but didn't want to be saddled with a costly, resource-intensive CRM implementation. The agency also wanted a solution that it wouldn't outgrow and could be accessed from anywhere. Overall, MoreVisibility needed a solution that would:

- Automate and optimize sales and account management activities
- Provide detailed visibility into all interactions with customers and prospects
- Require only minimal IT support
- Help measure and improve the effectiveness of marketing campaigns

## The Solution

MoreVisibility migrated to Oracle CRM On Demand in early 2009, a few months after being notified that its previous CRM product was to be discontinued. Oracle's software-as-a-service offered more functionality than the previous solution but didn't require extra IT resources to operate. Today, the company relies on Oracle to service its growing client base and efficiently prospect for new sales. Managers and executives constantly tap the system to track customer interactions and fine tune sales efforts. "We can drill down and slice and dice the data, allowing us to track progress from a prospecting standpoint and from an account management standpoint," said Dennis Pushkin, CEO.

Sales and account managers have embraced Oracle CRM On Demand and especially like its flexibility. Team members can tailor the home page to match their particular needs and client responsibilities, and even add RSS feeds to stay on top of customer press releases, Google alerts, and social media posts. "That component has become very valuable to our team," said Danielle Leitch, executive vice president of client strategy. Key benefits of the Oracle solution include:

- Flexibility: users can customize the interface to boost productivity
- Actionable intelligence: sophisticated reporting capabilities help managers better coordinate sales and account-management activities
- Time savings: stored reports and other features provide fast, easy access to critical information
- Marketing support: managers can track the effectiveness of marketing campaigns and the conversion of leads to sales



HEADQUARTERS:	<b>Boca Raton, FL</b>
FOUNDED:	<b>1999</b>
INDUSTRY:	<b>Professional Services</b>
EMPLOYEES:	<b>35</b>

### HIGHLIGHTS:

#### Goal

Maximize the productivity of sales and marketing activities without adding IT overhead.

#### Solution

- Oracle CRM On Demand

#### Results

- Gained better visibility into sales activities both from a customer and team member standpoint
- Minimized IT resources needed to maintain and upgrade CRM application
- Provided sales and account managers with flexible prospecting tool
- Helped improve sales strategy with detailed reporting
- Improved team productivity with immediate access to data

**"The RSS feed capability allows us to customize the home page to track what our customers are doing in real time—everything from press releases to YouTube videos to Twitter—and that gives our team a real advantage as they interact with customers and prospects."**

DANIELLE LEITCH, EXECUTIVE VP,  
CLIENT STRATEGY