INNOVATIVE SOLUTIONS. REAL RESULTS.

iPay Technologies

Industry
Financial Services

Geography
North America

Challenge

- iPay's rapidly expanding sales force had outgrown its stand alone contact management and CRM software in the wake of 130% annual growth, three years running

- iModernize the sales force with an agile, customizable system that could be rolled out quickly, adopted easily and maintained with minimal IT support

- Create a centralized repository for customer and contact information to efficiently plan, execute and monitor multi-channel marketing campaigns support

- Improve the opportunity management and forecasting process with analytics and dashboards support

Solution

- Selected salesforce.com and engaged the help of CoreMatrix to rollout Enterprise Edition to 50+ employees across multiple divisions including sales, marketing, support and finance

- Project included SFA solution with data migration, custom s-controls and custom objects sales, marketing, support and finance

- Automatic lead routing based on customized rules to ensure leads are not dropped or lost

- Deployed dashboards to enable executives to track forecasting, pipeline, lead and activity management; dashboards are primary communication tool for executives

iPay teams with CoreMatrix to leverage salesforce.com Enterprise Edition for efficiencies that span sales, marketing, and support. Customized dashboards provide increased visibility into business processes resulting in at-a-glance insights for proactive management, improved forecast accuracy, and a dramatic time savings within business operations.

iPay Technologies provides full-service internet bill payment software to more than 1,300 financial institutions in the United States and serves over 460,000 bill pay subscribers. Founded in 2001 with just eight employees, iPay Technologies has grown into a company with more than 250 employees that processes more than 1.4 million payments each month.

After years of rapid growth iPay found itself hampered by a patchwork of different information systems – ACT, Microsoft Outlook and spreadsheets. Customer data was dispersed in various disparate databases. The lack of a company standard for tracking sales activity, customer contact data and account history hampered iPay's efforts to monitor the pipeline, identify and respond to "hot leads", and really focus on the customer. Additionally, manually updating the sales forecast each week in Excel was becoming more and more cumbersome as the company grew, and was wasting time that could be spent more productively.

In order for sales management to get insight into the business, data needed to be centralized and analytic tools were needed. Most importantly they needed a scalable solution that could grow along with the company. "We knew we wanted an on-demand system because as a small and growing company, we didn't have the resources to manage installed software – it was smarter for us to look for something that didn't require IT and avoided the costs that go along with software maintenance" states James Hyde, SVP Strategic Alliances. "We also wanted a solution that could grow and change with our business. Right now we're growing at an incredible pace – 10 people when we first signed on, now we are up to 50+ users – and we expect the pace to continue." Salesforce.com fit the bill. "If you use it, you fall in love with it" continues Hyde, "I deployed it in a previous company so I knew it was easy to use and had the features and flexibility we needed to support our decentralized structure. We don't have to worry about CRM technology and adoption—we can focus instead on sales success across the organization." The solution had been identified, but the challenge would be in modernizing iPay's internal business processes and seamlessly integrating them with Salesforce.

iPay chose CoreMatrix Systems to complement a core internal team dedicated to Salesforce. CoreMatrix's expertise in business process re-engineering and CRM, as well as its reputation for collaborative innovation, gave iPay the confidence they needed to move forward. CoreMatrix began by conducting an extensive cross-functional business process analysis with stakeholders in sales, marketing, customer service and finance. CoreMatrix then led design sessions around sales and marketing best practices, and customized a solution for iPay's specific goals – automating as much of the work as possible to assure that the solution could scale with the business. Says Hyde, "The business process review was a valuable investment. That's where we laid out the CRM infrastructure and customized the application to each of our user groups. CoreMatrix was absolutely critical to that meeting." CoreMatrix helped iPay customize Salesforce to accommodate a diverse set of CRM data and applications, and the partnership with iPay's internal team proved to be a winning strategy. The solution was implemented in just 32 days. Training by CoreMatrix helped drive more than 90 percent user adoption, and the sales force that initially resisted moving from paper-based systems became champions of the new system. Some reps even comment that they can't work without it – they are completely addicted.

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CoreMatrix also worked with iPay to develop custom applications for pricebooks and deal calculations that deliver analytic solutions tailored to iPay's business. In addition CoreMatrix consultants created sales-management dashboards that display current information in an intuitive, actionable format, including pipeline opportunities, forecasts, trends, top performers and win/loss information. These dashboard solutions helped iPay decrease its forecast creation time from 4.5 hours to 20 minutes.

Since implementing Salesforce, iPay has been able to manage their pace of growth while keeping internal and external customers satisfied. "We manage our business with Salesforce" says Hyde. "The dashboards that CoreMatrix built have made their way into every department in our growing organization—every meeting centers on clearly presented metrics. On the sales side we use it to manage opportunities end-to-end and automate our processes—activities, scheduling, emails, etc."

The evolution of Salesforce at iPay continues. The company is in the process of implementing Salesforce web-to-lead functionality to automate integration of leads into email and other advertising campaigns. Another key project involves integrating the in-house customer contact solutions and databases with the Salesforce.com API. The goal is to enable the company's vision of a global customer management solution. iPay also looks to integrate other AppExchange providers for commission calculations, price book growth and other business development report-writing tools. Thanks to a strong partnership with CoreMatrix Systems, a forward thinking approach, and a dedication to its customers, iPay is transforming itself and realizing its vision of becoming a next generation data driven company.

About CoreMatrix

CoreMatrix is a leading provider of consulting services related to the planning, design, implementation, adoption and support of On-Demand Software Solutions for mid-sized to Fortune 500 companies. With industry specific solutions and experience gained from over 500 CRM projects, CoreMatrix is dedicated to helping customers extract more value from their CRM applications enabling them to quickly improve productivity and see a faster return on their investment.