

# CRM Optimization for ACER INC



TalentPace enabled complete CRM automation for Acer by integrating sales, distribution and logistics networks together.

## Customer Profile

Founded in 1976, Acer is one of the leading personal computer vendor in India and overseas. Acer India (Pvt) Limited, is a subsidiary ACER Inc, and was incorporated as a wholly owned subsidiary of Acer Computer International, Ltd. in 1999. Headquarters in Bangalore, India, Acer India (Pvt) Limited is a leader in key segments such as education, desktop computers and high profile notebooks for corporates.

## Business Scenario

- Acer India needed to optimize their Sales and Distribution network connected with their CRM and to provide single user interface from across the organization.
- Easy access to critical sales leads and analytics in a graphical representation.
- To avoid Delays in information transfer between multiple systems which is leading into inefficiencies and causing serious dissatisfaction of customers.

## Solution Delivered

- We have successfully countered the challenges with the established delivery model, methodologies and end to end application development lifecycle as per the CMMI framework.
- Immediate attention to critical customer issues to achieve high customer satisfaction with in the agreed SLA's.
- Complete Quality assurance and testing practice for critical IT initiatives.
- The client increased their trust and service levels and developed a workable strategy for improving the overall quality control methodology.

## Business Benefits

- Our single user interface effectively helped Acer eliminating data redundancies, allowed Sales and marketing teams are working from the same platform with efficiency in lead follow-up process.
- CRM package built over MVC architecture provided the capabilities creating a fast, flexible, and affordable solution that drives consistent, measurable improvements in every business process, enabling closer relationships with customers and helping to achieve new levels of profitability.
- Overwhelming success has been witnessed as our integrated CRM solution was able to provide actionable information accurately.

## Technologies

- .NET Framework
- C#.NET
- MVC4
- Entity Framework
- Rest API
- SQL Server



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*TalentPace did a great job in transforming the complete Acer Sales, Distribution and Logistics network and integrated with CRM. Their domain experiences has been an asset combined with technical capabilities puts TalentPace several notches above their peers. They have been very supportive and their approach in getting the job done for us was highly appreciated by our management.*

**Senthil**

Senior Program Manager

Acer India

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## About TalentPace

TalentPace is a leading new generation information technology and global consulting services company delivering IT enabled solutions to the customers from across the geographies. Deep industry experience combined with customer centric approach makes TalentPace a remarkable partner in successful business outcomes. Our strong commitment and demonstrable capabilities TalentPace always delivered measurable and sustainable services to our customers. For more information, please visit [www.talentpace.com](http://www.talentpace.com) or write to us at [info@talentpace.com](mailto:info@talentpace.com)

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