

Benchmark

There was an exponential increase in employee activity

Benchmark's efficiency increases exponentially with Zoho CRM

COMPANY PROFILE



INDUSTRY
Marketing & Advertising



TYPE
B2C & B2B



SIZE
1001-5000 employees

COMPANY CRM CRITERIA



Customization



Workflow
Automation

Finding the right CRM sometimes means moving beyond “good enough” in terms of functionality and overall satisfaction. Email marketing enterprise **Benchmark** knows this all too well.

When Marketing Manager Daniel Miller first joined the company in 2010, he was managing its sales department. At the time, Benchmark was using Salesforce to implement its global email marketing operation, reaching a customer base of over 500,000 people all over the world across several different time zones.

Miller admits that Salesforce was doing most of what they needed. However, settling for “good enough” doesn’t fall in line with his personality as a person who, as he puts it, “questions everything.”

From his previous experience working with mega-large CRM providers, Miller knew their size created inflexibility for the user because they try to create a one-size-fits-all application. So he started questioning whether Salesforce was the best CRM for Benchmark, asking questions like: Are we getting our money’s worth? Are we maximizing productivity with cost savings? Are we getting a personalized experience?

Soon after he explored other CRM options, he understood that the answers to his questions were a resounding “no”.

“I realized there were better products out there, so I made the decision to look for another CRM and wound up finding the perfect solution for us,” Miller said.

Benchmark offers a melange of email market-ing tools that enable businesses of all sizes around the world to reach customers at every level, and it is consistently ranked in the top five of all email marketing companies in the U.S. and abroad.

Part of the reason Benchmark ranks so highly is they make cultivating a unique and personal experience for its worldwide customer base a major priority for their sales and customer support teams. As such, the platform that manages its customer relations needed to maximize productivity, balance cost efficiency (Benchmark has over 70 user licenses worldwide), and be flexible enough to handle the size and scope of its operation.

“It’s easy to be treated like a number in today’s market, and we want to make sure that never happens to our customers,” Miller said. “We’re not here just in case the product breaks. We’re here to talk about marketing and to serve as a sounding board for ideas. This is what Benchmark is all about.”

Challenges:

One of the major factors leading Benchmark to consider switching to Zoho was a combination of greater efficiency at a much lower cost. Along the way, they also discovered that Zoho offers a dramatically improved interface and usability experience than what they had with Salesforce.

“All of our processes with Zoho CRM take about a third of the time as they took with Salesforce,” Miller explained. “So overall there are way fewer clicks and actions in order to complete tasks. Zoho has found a way to give its CRM platform all of the power tools while keeping the interface really clean.” In addition, Miller touted the ease of transition emphasizing that the entire process took only about 72 hours.

“I am never going to forget that because we were worried about moving all the data and all the automations at the same time. The support team helped make the migration completely painless,” Miller said.

Solution:

Across the board, Benchmark is thriving with the help of Zoho CRM.

“To say the least, there was an exponential increase in employee productivity,” Miller said. “Ever since we switched from Salesforce, not only are we spending one-tenth the price, but our sales team is probably ten times more efficient, and is able to do their jobs so much faster.”

In addition to the efficiency benefit, Benchmark has been able to extend interoffice collaboration as well. Despite having 15 offices in nine different countries, Benchmark is still tightly connected. Zoho helps connect Benchmark’s dispersed offices and continues to play an integral role in helping Benchmark create that personal experience that’s so integral to its mission. “Sharing information with our globally dispersed team is very easy and directly influences our ability to deliver an exceptional user experience,” Miller said.

Miller also loves that Zoho CRM isn’t a one-size-fits-all application like Salesforce. Instead, it has scaled with Benchmark as they continue to expand and evolve, regardless of how many new offices they open around the world.

Results:

“In the end we are so glad we made the switch to Zoho CRM when we did. Zoho CRM gives us a real sense of security both now and for the future.” Miller said. “I recommend Zoho at almost every business meeting when someone mentions a CRM. One of the main reasons I do this is because the flow is uncomplicated and self-explanatory. Anyone can get started with it easily.”



Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

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