



Having a system
that's thinking for me
is beautiful.

Company solves modern science problems with Zoho

COMPANY PROFILE



INDUSTRY
Biotechnology



TYPE
B2B



SIZE
1-10 employees

COMPANY CRM CRITERIA



Contact
Management



Task
Management

Proteomics Consult is a consulting company founded by Philippe Bogard to help develop modern Life Science and bio-informatics solutions. The founder has accumulated more than 27 years of experience serving major Life Sciences companies. The company is comprised of a large network of specialists with diverse background like molecular biology, protein separation, applied physics, and advanced scientific computing.

Challenges:

In the early days of his business, Bogard had only two major clients. At that time, it was fairly easy to manage his business relations without a CRM solution. The problem was that while his client roster was short, the leads he was collecting from all the conferences he attended was rapidly growing into the thousands.

Bogard tried to manage all the new leads through a Microsoft Access database, but that just tied up all his contacts to a single computer. If he didn't have access to that physical machine, he couldn't update or access a single piece of data.

Bogard's first real experience managing contacts was with Microsoft CRM. His client at the time was using the relationship management tool so he became familiar with it and tried it for his own business. Unfortunately, and a touch ironically, Microsoft CRM couldn't seamlessly import Bogard's contacts from Microsoft Access.

Bogard reached out to Microsoft for help. It wanted \$1,500 to do the import for him. "Microsoft CRM was also costly in terms of physical management," said Bogard. For his client that used Microsoft CRM, they had only five salesmen, but still needed to hire a full time employee to manage Microsoft CRM.

For those who say Microsoft CRM is easy to work with, Bogard agrees. But only if you have it properly set up. "But that can be very costly in terms of time, energy, and money," said Bogard, remembering when his client upgraded Microsoft CRM from version 3 to version 4.

Solution:

Unlike the headache he had with Microsoft CRM, it took Bogard only two hours to import 7,000 Microsoft Access contacts into Zoho CRM. That happy user experience sold Bogard on Zoho CRM time employee to manage Microsoft CRM.

Results:

Bogard is thrilled with how efficient he's become since adopting CRM into his daily routine. More specifically, thrilled with how CRM has adopted him.

Unlike his Microsoft Access days, Bogard has a much better view of what's going on with his business at all times. "When you contact customers you easily forget to call a customer back in a couple of months," Bogard said. "I don't forget anything with CRM, it reminds me."

If Bogard didn't have a CRM solution he believes he'd be wasting an additional two hours every day just trying to make sense of his contacts and their current status. And for Bogard, time and reminders are precious to him.

"Having a system that's thinking for me is beautiful," Bogard said.



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.

Contact Us:

US: +1.877.834.4428 | +1.615.671.9025

UK: +44.20.35647890
(local call charges applicable)

Australia: +61.2.8066.2898
(local call charges applicable)

India: +91.44.7181.7070

Email: sales@zohocorp.com

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