



At a Glance

Headquarters

Athens

Year of Incorporation

2006

The Company

With more than 500,000 users as well as listings and new clients per month, Spitogatos.gr is the leading online provider of real estate services in Greece. The company is headquartered in Athens.

Internet

www.spitogatos.gr

Project Objectives

Sales control, management and reporting: Transparent processes, faster and decentralized access to all relevant content. Integration of the existing user-defined software with SugarCRM.

Solutions Used

Sugar Professional™

Implementation Partner

Qualisys Software

With the help of Sugar Professional, Spitogatos.gr, Greece's leading online real estate provider, increases its sales productivity by approximately 60%.

With the help of Sugar Professional, Spitogatos.gr, Greece's leading online real estate provider, optimizes its work processes in the areas of marketing and sales.

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The Initial Situation

Strengthening customer relations, increasing sales productivity and creating relationship-oriented marketing solutions – these are the principles to which Spitogatos.gr attaches top priority. Until recently, Spitogatos.gr was using an unsatisfactory software solution for its customer management which did not allow staff members to generate new customer contacts, nor did it provide them with any insight into new sales opportunities.

The Solution

When Spitogatos.gr learned about SugarCRM, the decision was made in July of 2009 to implement a radical change: integration of the software solution employed up to then with SugarCRM so that staff could immediately access all relevant customer data with a single click. The goal of the company was to create clearer structures for its 8 or more staff members in the shortest possible time and to make customer management even more successful. SugarCRM made this possible for Spitogatos.gr. At the same time, all requirements regarding adaptability and integration into the system environment of Spitogatos.gr were met without any problems.

The Advantages

Apart from improvements in the archives and in customer management and opportunity management, uniform sales reporting was introduced. Also, the previously used customer management software solution called Adminogatos, which had been tailor-made on the basis of PHP, was completely integrated. Through the integration, Sugar Professional became the central data platform. All changes are now reconciled using Sugar. This ensures that all relevant data are always up to date. Also, Spitogatos.gr takes advantages of Sugar Mobile to use mobile terminal devices for constant access to contacts and to relevant information, such as customer files and potential sales opportunities, thus increasing sales productivity. Within a very short time SugarCRM has thus become an integral part of Spitogatos.gr. The entire project was completed in 4 months.

"By using Sugar Professional, we have found a solution that allows us to employ transparent processes and gain faster and decentralized access to all relevant content in one single location."

Dimitrios Melachroinos, Managing Director, Spitogatos.gr



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About Spitogatos.gr

With more than 500,000 users as well as listings and new clients per month, Spitogatos.gr is the leading online provider of real estate services in Greece. The company is headquartered in Athens. The team at Spitogatos.gr manages HomeGreekHome.com, the English-language version of Spitogatos.gr, and the websites Holidayrent.gr (a vacation property portal) and texnitesonline.gr (a handyman portal). Spitogatos.gr is the first Greek online business that has raised money through a venture capital fund.

About QUALISYS SOFTWARE

QUALISYS SOFTWARE is a young, dynamic business specializing in the implementation of CRM applications on various platforms. QUALISYS SOFTWARE offers its customers perfected solutions in the fields of software, service and support. QUALISYS SOFTWARE has a proven track record of multiple successes in developing, designing and implementing software as well as in outstanding technological innovation. Furthermore, QUALISYS SOFTWARE provides its customers with new technologies and tailor-made solutions through a holistic approach. For more information see www.qualisys.gr/.