

New Customer Management solution enhances the productivity and increases the customer satisfaction

WU & Associates provides a full spectrum of construction services from design through implementation with its industry leading technical strength & experience, skilled professionals, dedication to customer satisfaction and highly regarded commitment to the community.

Being located at NJ and serving customers throughout US was not easier for WU & Associates, prior to February 2010, as the business process was time consuming & tedious with their legacy application. WU & Associates were using legacy home grown desktop-based CRM and contact management applications for their business activities with which they had to undergo a painstaking manual process of loading project details, bidding, reporting and matching construction partners with project owners. The system had limited capabilities of adding company data, searching & matching construction partners and security handling.

During third quarter of 2009, WU & Associates became conscious of the need for smarter customer management solution that is more collaborative, interactive & user friendly to substantiate the stiff competition in this techno-blown market.

WU & Associates came to know about ZSL through its mutual clients. With proven track record of developing & implementing solution on latest technologies & neutral vendor alignment, ZSL was found to be their natural ally.

ZSL is a Global Systems Integrator & Business solutions provider based in Edison, NJ with more than 4000 employees worldwide focused in developing and

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delivering enterprise IT solutions and services using the emerging technology platforms to keep the TCO low and ROI high.

During the month of November 2009, ZSL analyzed the business requirement of WU & Associates and proposed a Web 2.0-based CRM solution that will be delivered on latest technologies to remove the silos in business process execution, user collaboration and productivity.

From the day of deploying the new application, WU & Associates started to realize its potential to turnaround to their customers quickly, 3 times faster than before and the customers were very much satisfied by WU & Associates' invigorated services.

In Q2 2010, WU & Associates deployed the solution and in six months of time, they were able to reduce good

percentage of their TCO in terms of effort and money spent on their work force in executing and performing the day-to-day business activities.

ZSL's Web 2.0-based CRM Solution

WU & Associates's desktop CRM application had its interface and database developed in MS Access 2003, which had limitations for addition of dynamic fields, advanced search capabilities and user-oriented features. WU & Associates were in need of a solution that would address all of their business-functional gaps of their legacy application.

ZSL developed & implemented Web-based CRM solution with its front end in HTML, XHTML, CSS & Java Script, backend in MySQL 5.1, and Business logic in PHP 5.2 & AJAX.

The new interface developed by ZSL was enabled with Web 2.0 technologies of AJAX & RIA, which provisioned the users to collect as many data as possible about a vendor company and the project details with no restrictions on adding, updating or deleting a dynamic data field. The user interface was rich and easy to use with very faster responding data grids.

The solution has a search engine with search capabilities based on L&L basis, which allowed the users to perform search for construction partners that were within or around preferable radius of locations say 60 miles, 80 miles etc of where the construction project is to be implemented. The new system was dynamic and can be tuned to perform search on any number of fields with multiple filtration & sorting conditions whereas the old application was limited to a single condition with fixed number of fields.

ZSL's solution included a strong data matching mechanism backed by MySQL and based on matching rules framed on Zip codes, project categories and preferable location radius. The search engine leverages the data matching mechanism and facilitates the system to match, filter and pull out the details of construction vendors to the project requirements.

Previously, WU & Associates used to spend considerable amount of time in manually preparing the report on the project details and sending it to their vendor database. The new solution replaced it by an automated report generating process, where-in the project details are created as reports and can be exported as a spreadsheet or in preferred formats and can be faxed or emailed later, along with the bid invitation, to the vendor company contacts.

The application was secured and the administrative console provided efficient user management to control the activities of the end users with defined access to perform various business activities.

Katherine Ng, Director of Business Development, WU & Associates, Inc. said, "ZSL had excellent interpretative skills when it came to translating our vision for an end product into reality. We knew mostly what we wanted our custom CRM database to look like, and ZSL never tired of our questions and requests to refine the product. I would highly recommend the ZSL team to any business looking to further their productivity by leveraging a friendly, intelligent service who is willing to please."

After deploying the new application, the end users had a greater work experience with the new rich user interface and it optimized the employee work productivity and WU & Associates saw an increase in their overall productivity by 10%.

"Our 15 plus years of experience in developing & delivering ERP & CRM solutions for various industry verticals brought us the domain specific expertise to solve the problems of small to medium enterprises and play the trusted IT advisor role," said Shiv Kumar, EVP, ZSL. "Applying our Global Technical team's enterprise market knowledge and experience helped our SMB clients to achieve a greater degree of excellence without the heavy IT budgets and internal IT resources" added Mr. Kumar