



Tejari Kuwait

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At A Glance:

- **Company:** Tejari Kuwait
- **Location:** Salmiyah, Kuwait
- **Industry:** Electronic Commerce
- **Challenges:**
 - To get a better picture of customers and prospects by having one comprehensive set of data available to everyone in the company
- **Software switch from:** Microsoft Excel, Outlook, and Access
- **Other software considered:** eWorkforce Management
- **Results with NetSuite:**
 - Detailed, up-to-date records keep customer base happy
 - Automated invoicing saving the company money
 - Marketing campaigns and better tracking of prospects keeps customer base growing



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— *Emad Makarem Managing Director*
Tejari Kuwait

The Results

With NetSuite, Tejari Kuwait has been able to transform the way it tracks—and woos—customers and prospects. Sales data and customer profiles that used to be scattered, often in many inconsistent versions, across the company are now stored in one centralized, up-to-date database. “Now when customers call we can serve them better because NetSuite gives us an immediate look at their entire history with us,” says Emad Makarem, managing director of Tejari Kuwait.

NetSuite's financial features have brought big benefits, too. “We used to do all of our invoicing manually, which meant that important invoices would inevitably get delayed, costing us money,” says Makarem. “With NetSuite, invoicing is automated. That's saving us money, which has greatly achieved cost savings.”

Marketing campaigns have also been empowered by NetSuite. “It's simple to organize customers in groups, depending on the kinds of products and services they're interested in,” says Makarem. “So we can send targeted messages, steering them to things they may be interested in. That helps us better serve our customer base, while helping us grow our own business.”

The Challenges

Tejari Kuwait had a novel new business model and a frustrating old problem. As the first business-to-business e-marketplace in the Middle East—bringing together buyers and suppliers in various vertical markets—Tejari had its customer and prospect information spread all over the company. Instead of one set of data available to everyone, every employee worked from a different ‘silo’ of information. And that was taking a toll on business.

“It was chaos,” says Makarem. “All of our customer data was fragmented with every person in the company having different data about a customer. We were having a lot of problems sharing information and keeping everyone updated. We all had a different version of the truth.”

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Customer service suffered because there was no way to access a complete record of a customer's history. As a subscription-based service, with over 3,400 members in Dubai, Kuwait, Jordan, and Iraq paying a monthly fee for membership in the e-marketplace, Tejari couldn't afford to alienate customers: If they left, it wasn't just one sale that was lost, but many recurring sales. “We have 5,000 prospects and we couldn't keep track of them,” says Makarem. “We didn't know who had called them, or what information each prospect had received.”

By mid-2004, Tejari Kuwait was looking for a product that could replace the Microsoft Office products—Excel, Outlook, and Access—that the company had been using for its haphazard, and ineffective, customer and prospect tracking. Makarem evaluated several products from various vendors, but all of them offered CRM features only, and Makarem wanted a solution that integrated CRM with financials. He also didn't want to use any product Tejari Kuwait would have to host itself. NetSuite fit the bill on each count, and after a trial, Makarem was sold. “It was fully integrated, had both CRM and financials, and we didn't have to buy any hardware,” he says. “Out of the box, NetSuite is up and running. That's a really major benefit.”

The Solution

NetSuite's CRM features allow Tejari Kuwait to get an overview of its customers that is both comprehensive and up to date. “We see everything about our customers: their history with us, their calls to us, and any issues they've had,” says Makarem. “We don't have different bits of information stored in different places anymore. Now all customer information is entered into NetSuite, and everyone sees the same data.”

Prospecting for new customers has been made easier—and more efficient—as well. “We can monitor leads in a better way, but we can also better target potential customers,” says Makarem. “From the data NetSuite provides us, we can quickly understand what types of businesses are most likely to be receptive to a certain sales campaign. Then we can filter our prospects so we're talking to just the right companies.”

NetSuite also enables Tejari Kuwait to fine-tune its marketing efforts. “We'll put on a lot of seminars and send out invitations to prospects,” says Makarem. “NetSuite enables us to track the results we get and the revenue generated by each seminar. That gives us a clear idea on where we should focus and how to calibrate future seminars to get even better success metrics.”

Indeed, Tejari Kuwait has become so bullish on NetSuite that it has signed on as a NetSuite Solution Provider. Makarem sees a huge potential market in his Middle East clients, who are first discovering the power and efficiencies that come with a Web-based platform. “Most of our members would be perfect customers for an application like NetSuite,” says Makarem. “Once we show them how we've benefited from NetSuite, it will be easy for them to realize the value of adopting it themselves.”

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