



Contactual Inc.

www.contactual.com



At A Glance:

- **Company:** Contactual Inc.
Global provider of on-demand contact centers software
- **Location:** San Carlos, CA
- **Industry:** Computer Software
- **Challenges:**
 - QuickBooks could not scale with Contactual's rapidly expanding business
 - Salesforce.com combined with QuickBooks provided low efficiency due to manual steps required and lack of communication between departments and offices
 - Inability of CEO to see key performance indicators at a glance
 - Inability of sales management to quickly identify key customers
- **Software switched from:**
QuickBooks, Salesforce.com
- **Results with NetSuite:**
 - Scalability of NetSuite allows Contactual to grow faster — with worldwide offices quickly up on NetSuite and tied directly to the home office
 - Sales immediately communicates with accounting and provisioning, getting customers up and running within hours, not days
 - CEO can access his KPIs from NetSuite anytime, and from any place
 - Role-based dashboards give managers immediate access to all aspects of the CRM experience
 - Company expects 60-70 savings versus what they spent before on back end — once financials are rolled out completely

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*— Mansour Salame, Chief Executive Officer
Contactual, Inc.*

The Results:

Contactual, a fast-growing provider of on-demand software for "virtual" call centers, came on board with NetSuite in 2006, and is still expanding its use of various aspects of NetSuite. It has already seen significant savings of time and effort. For instance, running a growing business successfully requires managers to be able to monitor key performance indicators while they are still relevant. NetSuite has brought that power to Contactual.

"NetSuite's dashboard feature has been a tremendous value in terms of giving us visibility across a number of KPI metrics. It's helped us run the business significantly better and more efficiently," says Mansour Salame, Chief Executive Officer of Contactual.

NetSuite has been integrated into Contactual's phone call center solution and has been able to modify the dashboards to reflect the KPI's they need, Salame says. Because of the integration Contactual did of its own product with NetSuite, the company has been able to sell the combined solution to its joint NetSuite-Contactual customers and partners.

"NetSuite has saved us a significant amount by having better communications between sales and customer care," Salame says, adding that once they roll out the financials and order entry and approval process side, they'll probably be saving 60-70 percent versus what they spent before.

The Challenges:

Contactual Inc. practices what it preaches — it uses Web-based on-demand software (NetSuite) to run its rapidly growing company, which in turn sells Web-based on-demand software to other companies to operate "virtual" contact centers.

But that wasn't always the case. Contactual faced a number of challenges before the days of NetSuite, including the inability to provide a seamless customer experience to get them up and running in a short period of time, eliminating internal communications problems, and failing to give managers immediate, unified access to the sales, accounting and provisioning aspects of the business.

Contactual had been operating for several years using different software programs. They had one-point solution for sales force automation (Salesforce.com), a marketing

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automation tool for email campaigns, a different tool for customer care, one more package for accounting and finance (QuickBooks), and yet another tool for actually tracking time and expenses.

An order would come in, and be manually brought over from sales to accounting. Accounting would look over the order, manually approve it, and then hand it to provisioning. Provisioning would give it over to customer care to start training and tell the customer they were up and running.

"You can imagine how intensive that was in terms of paper and the time it took to process that paper," Salame says. The manual process was so cumbersome that it was taking a significant toll on office productivity.

Contactual agreed they needed a single on-demand program that would expand with their business and link operations worldwide. "Basically, I wanted to tie in all the different systems together," says Salame. "As the CEO, I wanted to have everyone on the same system so I could have an end-to-end view of the business."

The Solution:

In 2006, Contactual switched to NetSuite. "Now, literally with a couple of clicks, the whole process is done," explains Salame. "We approve an order and it automatically goes into accounting. They approve it with a click and it goes to provisioning. Things that before took a couple of days are now down to less than an hour. This is a tremendous amount of time-savings for us."

Contactual sees NetSuite as a huge benefit that will grow as the company expands around the globe.

The company recently opened a European office in the UK and separately rolled out a Japanese subsidiary. Each of those operations now uses NetSuite.

Using his NetSuite dashboard, Salame says he can drill down on every critical area, which enables him to stay in touch with all key aspects of his company, despite its rapid growth. "The real value of NetSuite is the extensibility — having all the different departments on it. It allows me to see from my dashboard not only the sales, but also any of the open cases. As the CEO of the company I have had this Nirvana view of having one place where I can drill down and look at everything at any given time. NetSuite is this one-system view."

Salame says NetSuite's dashboard feature has also been a tremendous value in terms of giving his managers visibility across a number of KPI metrics.

"Each manager, whether it's the sales manager or the marketing manager or the customer care manager, are all using their own dashboards," he says. "It is helping us run the business significantly more efficient."

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