

Reference: OKAY Holding a.s.

Supplier: Isobar

Product: Salesforce.com

Field of activity

Retail, wholesale

Web pages

<https://www.okay.cz/>

Turnover

200 000 000 - 299 999 999 Kč

Activity description

Initial situation before CRM deployment

CRM type

Sales management
Marketing activities
Customer centre administration

Mobile application

Není priorit

CRM running environment

In cloud

Server provision

Number of CRM system users

More than 50 users

Budget for CRM

Over 1 mil. CZK

Language versions

Implementation country

Czech republic

Connection to existing systems

complete information system, accountancy, stock system, reporting, e-shop

Deployed solution

Benefits after deployment



Porovnání CRM systému



Hodnocení dodavatelů CRM



Aktuální novinky ze světa CRM.