CASE STUDY

ddk marketing | analyze. target. get results.

LOCATION
Chicago, Illinois

WEBSITE
ddkmarketing.com

INDUSTRY
Professional Serivces

PRODUCTS USED

– Managed IT Services
– Salesforce Sales Cloud
– Salesforce1 Platform
– Office 365
– SharePoint Online
– Hosted VoIP

RESULTS

– A single system for all customer records & inventory management
– Increased overall efficiency of employees across departments
– Improved customer experience

DDK MARKETING

DDK MARKETING IS A FAMILY OWNED MARKETING SERVICES AGENCY BASED IN CHICAGO, ILLINOIS.

DDK Marketing works with corporate marketing departments and their advertising agencies to develop sophisticated direct mail marketing programs for their customers.

THE CHALLENGE:

AN ORGANIZATION IN HYPER GROWTH MODE,

DDK needed to migrate their team to a more stable, diverse set of systems that would ensure they could continue to realize growth & deliver the superior customer satisfaction. A few core areas of focus for DDK:

- **Increased Collaboration & Productivity –** Needed an agile way to share files & client information in a structured, intuitive format that would be synchronized across devices and easily accessible to remote employees.
- **Innovation Promotion –** The organization wanted a system that would allow it to expand with a crawl-walk-run approach. On day 1 it needed to support a single source for customer records and documents, and eventually grow to support automated invoicing, a more diverse services portfolio & a growing list of clients.
- **Productivity Gains –** DDK needed a way to ensure that its team had access to all customer information all the time with guaranteed uptime to ensure deadlines are met.
- **Cost Conscious –** DDK wanted a set, monthly cost for technology that could be planned & budgeted. Further, the organization wanted a suite of systems that would support the business as it was but could quickly scale to support their significant growth.

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CASE STUDY

"THE SMB HELP DESK WAS A GAME CHANGER. THEY GAVE US THE ABILITY TO HAVE EVERYTHING TECHNOLOGY RELATED IN ONE PLACE AND ALLOWED US TO GROW."

- DAWN HASTINGS, VICE PRESIDENT OF OPERATIONS - DDK MARKETING

THE SOLUTION:

BEST IN BREED CLOUD SOLUTIONS & MANAGED IT SERVICES

By partnering with DDK, SMBHD performed an assessment of the organization's current technology needs, short-term business goals & long-term vision. Armed with the right information SMBHD became the organization's CIO and put together a technology business plan and roadmap based on efficiency & innovation.

- A detailed window into the status & movement of their inventory from warehouse to patient and back
- A fully customized form for adding products to prescriptions on the fly
- The ability to track:
  - The current location and use of every asset & disposable product they provide
  - Customer communication
  - Patient history and repeat patients
  - Independent Representative information

THE RESULTS:

A SINGLE SYSTEM FOR ALL CUSTOMER RECORDS AND AN IMPROVED INVENTORY MANAGEMENT PROCESS

- Improved customer experience by having a complete operational view of their orders, support requests, and inventory.
- Increased efficiencies across departments including Inventory Management, Finance, and Accounting
- Improved visibility and knowledge of customers, and inventory & product statuses
- Executive team, Accounting and Finance are able to leverage real-time business insights to support strategic decisions and improve sales & inventory forecasting.

The SMB Help Desk is an award winning IT consulting organization specializing in delivering innovative cloud-based technology solutions to small and medium sized businesses. SMB Help Desk provides consulting services on Salesforce® solutions, Microsoft solutions including Office 365 and Azure, Infrastructure support, and a full service managed IT services offering.
For more information visit: http://thesmbhelpdesk.com/.

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