

A centralized and secure platform to store all information via SkyDesk CRM.

User-friendly interface which is flexible and easy to customize.



### Overview

First Sight International (FSI) has created unique, aesthetically pleasing and harmonious environments in the past 10 years for over 200 valued clients from the commercial, public, health care, educational and private sectors. FSI's forte lies in renovations for libraries as well as heritage galleries in schools, and has done projects for almost all the schools in Singapore. In recent years, FSI has also embarked on more commercial projects like cafes and boutique hotels.

### Challenges Faced by FSI

- No centralized platform to consolidate and manage customer database and was a fully manual sales lifecycle management.
- The old system also had no email integration, resulting in a lack of productivity and efficiency.
- Untimely submission of reports that were not up-to-date.

### How do SkyDesk CRM help to solve the current challenges?

1. Able to consolidate and manage all the customer information via a centralized and secure platform to store all information.
2. Web form that can easily capture web leads with automated lead assignment rules and workflow.
3. Analysis reports and dashboards can be created within minutes which improved the manageability and better decisions can be made. As such, the customer engagement process is accelerated with users enjoying access to real-time updates of their sales lifecycle.
4. The Mail Magnet feature allows users to retrieve and receive notifications about business-related emails easily and capture all business opportunities.

### Customer profile

**Company:** First Sight & International (FSI)  
**Industry:** Interior Design & Build  
**Location:** Singapore

#### After implementation of SkyDesk CRM

1. Leads were auto assigned to respective sales personnel, with a centralized platform that kept all customer data, transaction history, emails, requirements etc.
2. Operations Team can now scan any hard copy documents and auto-attach the PDF copy to their respective accounts via SkyDesk CRM.
3. Sales personnel can update project status and customer requirements on the go and management can access these data, all via SkyDesk CRM's mobile application
4. Barriers to communications between sales, operations and management were broken down with an efficient and secure cloud solution that improved entire sales workflow.

#### - Customer Voices -

FX was the preferred partner because of the direct support given for any SkyDesk CRM related matters and FX was the clear choice as a one-stop solution provider. More importantly, SkyDesk CRM is an efficient and secure yet cost effective solution that will improve the entire sales workflow.

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