



Azerbaijan Export and Investment Promotion Agency (AZPROMO) is a joint public-private enterprise established by the Ministry of Economy of Azerbaijan in 2003. The main purpose of the Fund is to promote the development of the country's economy by attracting foreign investment and encouraging exports to the non-oil region.

PROJECT OVERVIEW

Implementing a comprehensive CRM solution build on Salesforce platform to streamline daily operation and assuring work efficiency with investment opportunities as part of the Investor Relationship Management (IRM) process. Also a timely and accurate processing of investor's and partner's incoming applications / requests / complaints and providing feedback as part of the Systematic Investor Response Mechanism (SIRM).

In addition, it had to ensure the continuous and uninterrupted collaboration between all AzPromo departments and system users involved, tracking the status and details of investor projects and requests at each stage of the process. Finally, complete history tracking of interaction with investors, partners and third-party organizations (e.g. governmental bodies) within the company's database.

The ultimate project objective was to achieve maximum integrity in data structure and in-depth reporting possibilities.

SOLUTION

Nubessom did a Multi Cloud implementation of Salesforce Sales, Service and Experiences services with:

- Investor Relations Management (IRMS) 360° Customer View
 - Investor and Partner Lead, Account and Contact Data Management
 - Investor on-boarding tracking
- Systematic Investor Response Mechanism (SIRM) Case and Complaint Cycle Management
 - Case creation (via email, phone or online webform)
 - Case routing to a responsible party and status tracking
- Investment Projects Cycle Management
- Contract, file and document management

FEATURES



Investor Relations Management Process

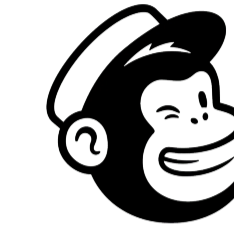


Guided Investor on-boarding process



Systematic Investor Response Mechanism (SIRM) and Complaint Cycle Management

INTEGRATIONS



mailchimp



Outlook

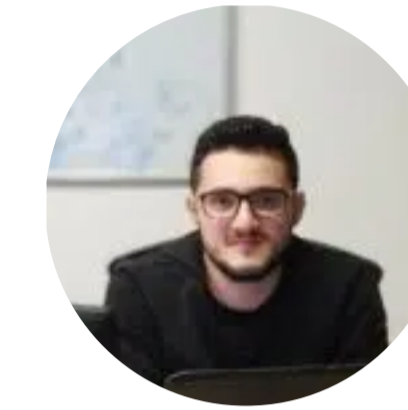


Legacy Document Control application



Investor Portal

CLIENT COMMENTS



Baku, Azerbaijan

Khanzade Iskandarov
Business Intelligence Specialist
& CRM Project Manager

“Our team greatly appreciates all the support provided by Nubessom. They were always ready to deal with any extra ordinary requirements and to find relevant solutions. From the very beginning, Nubessom always supported our team members with all necessary explanations of the processes, including some mentoring support and training to our colleagues.”