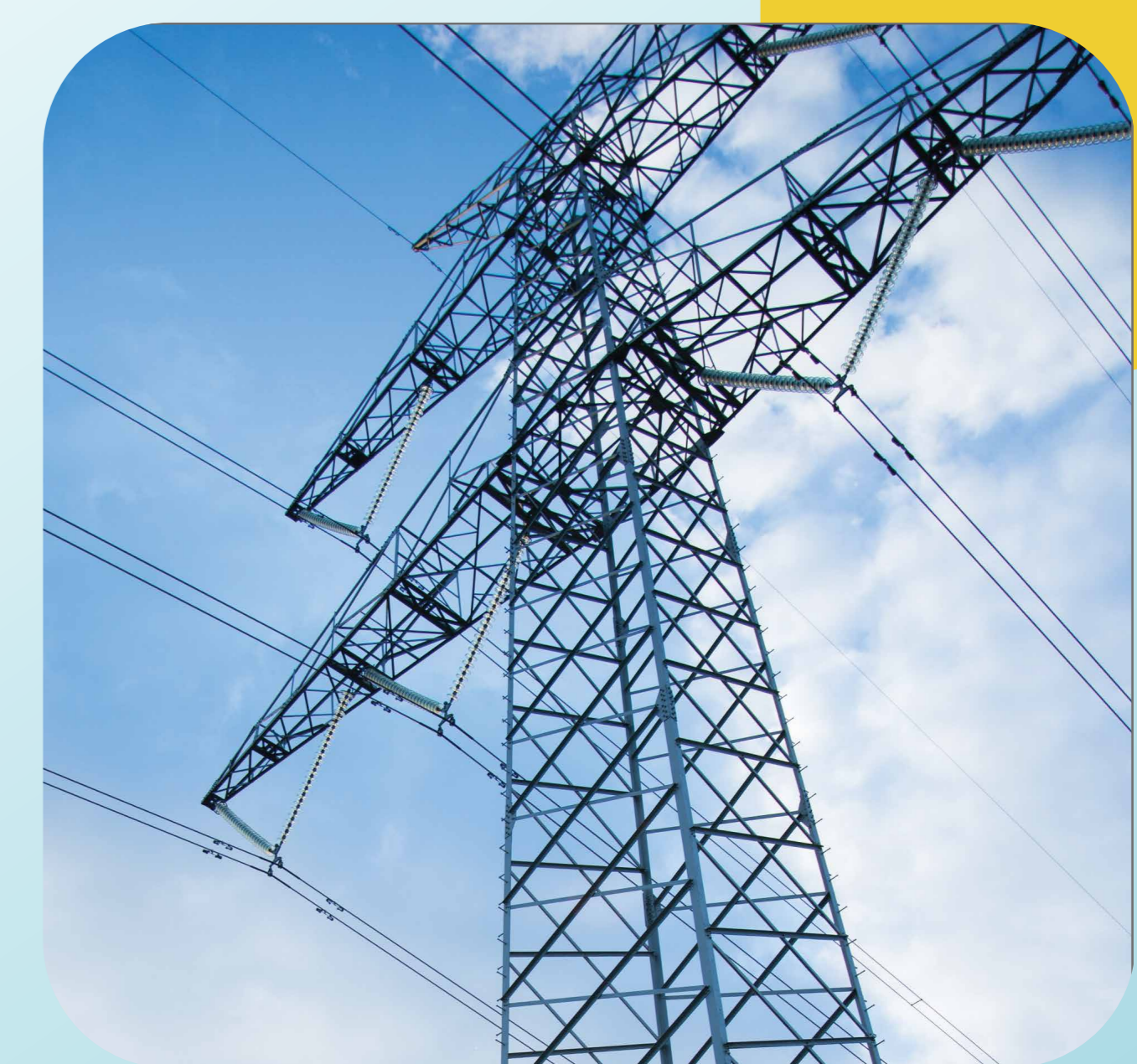




Pepper Cloud

Singapore #1 Sales CRM

# Customer Case Studies



# About us

SMEs are the major contributors to economic growth. However, SMEs have always struggled to keep pace with rapid technological changes. Limited availability of trained personnel, resource crunch, and use of clunky and expensive software are major inhibitors to their growth and productivity. As a result, SMEs end up adopting tools which are expensive and do not match their unique requirements leading to frustration and lost opportunities.

We, at Pepper Cloud, believe that all businesses deserve a simple, easy-to-use, affordable CRM to manage their sales operations. We offer a feature-rich sales CRM that seamlessly integrates with WhatsApp, Facebook, Xero, G-suite, and other similar apps that are frequently used by SMEs. SMEs' sales and marketing teams can use a simplified central platform to manage their key customers, prospects and sales pipeline.

Pepper Cloud was founded in the year 2016 and has evolved into the #1 Sales CRM in Singapore. Headquartered in Singapore, Pepper Cloud is amongst a few tech companies that have a strong regional focus and provide local support and service in all regions we operate in. We serve various companies in Singapore, Malaysia, Philippines, Thailand and Indonesia.

Let's look into how we have created sales success for some of our clients.



All-in-one sales CRM



WhatsApp-enabled



24/7 customised support



# Eng Choon Enterprise Pte. Ltd.

- ✓ Location: Singapore
- ✓ Website: airconuncle.sg
- ✓ Industry: Cleaning services

Eng Choon Enterprise Pte. Ltd. (a.k.a. Aircon Uncle) is a B2C organisation that offers sales and installation of new aircon units, aircon servicing, and maintenance.



## The challenge

Aircon Uncle receives hundreds of queries and messages from its prospects and customers. The messages would be received through multiple communication channels such as Facebook, WhatsApp, etc. This meant that the sales, operation, and support teams had to respond to messages across various channels.

**“We needed a dynamic tool that helps manage customer queries efficiently”**

The hassle of replying to messages across multiple platforms led to confusion, delayed responses, lack of transparency within the team, and loss of opportunities.

## Our solution

Pepper Cloud CRM, with its powerful WhatsApp integration, made the entire workflow easy while reducing the turnover time for Aircon Uncle.

- WhatsApp-integrated Pepper Cloud CRM allowed the team to respond to messages from within the CRM, without switching between apps.
- The team could send personalised, error-free messages with message templates and ensure no opportunities were missed.
- The management team gained complete visibility into the enquiries. This helped in redirecting the sales activities and training the personnel appropriately.
- The easy assignment of messages between teams offered better collaboration between the sales, operations, and support teams.

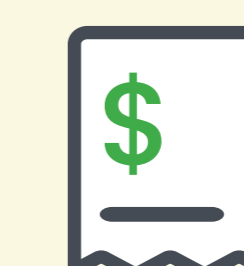
### Features used:



WhatsApp integration



Message management



Quotation Management

# Dreamcation Cruises and Tours

- ✓ Location: Singapore
- ✓ Website: dreamcation.com.sg
- ✓ Industry: Travel agency

Dreamcation Cruises and Tours is a leisure travel agency in Singapore that provides halal tours for those who love to explore. The services include tours, cruises, free and easy, MICE and incentive, as well as private tours.



## The challenge

Dreamcation used to receive a vast number of queries through Facebook and they struggled to respond to all the queries on time. As a result, many leads and opportunities slipped away. Additionally, there was no visibility into sales activities resulting in the loss of deals and opportunities. It caused major disruption in sales growth.

**"We took longer time to respond to queries and the leads would just get lost"**

Dreamcation started looking out for a customisable and scalable solution that can consolidate the queries, reduces response time, and captures lead details effortlessly.

## Our solution

Pepper Cloud, being fully integrated with Facebook, was a perfect fit for the requirements of Dreamcation.

- Sales representatives were notified of messages and were able to send preset automatic replies. This reduced the response time to a great extent.
- Pepper Cloud CRM could automatically capture the details of leads from Facebook and consolidate information for easy access.
- The conversations could be assigned to other team members as and when required. This improved the team collaboration further.
- Pepper Cloud offered a central hub through which the management could track the sales activities and refocus and realign the sales efforts when necessary.

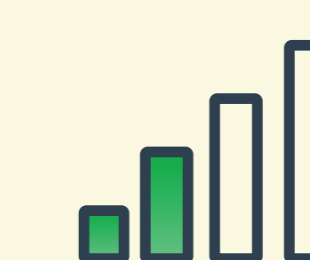
### Features used:



Facebook integration



Lead management



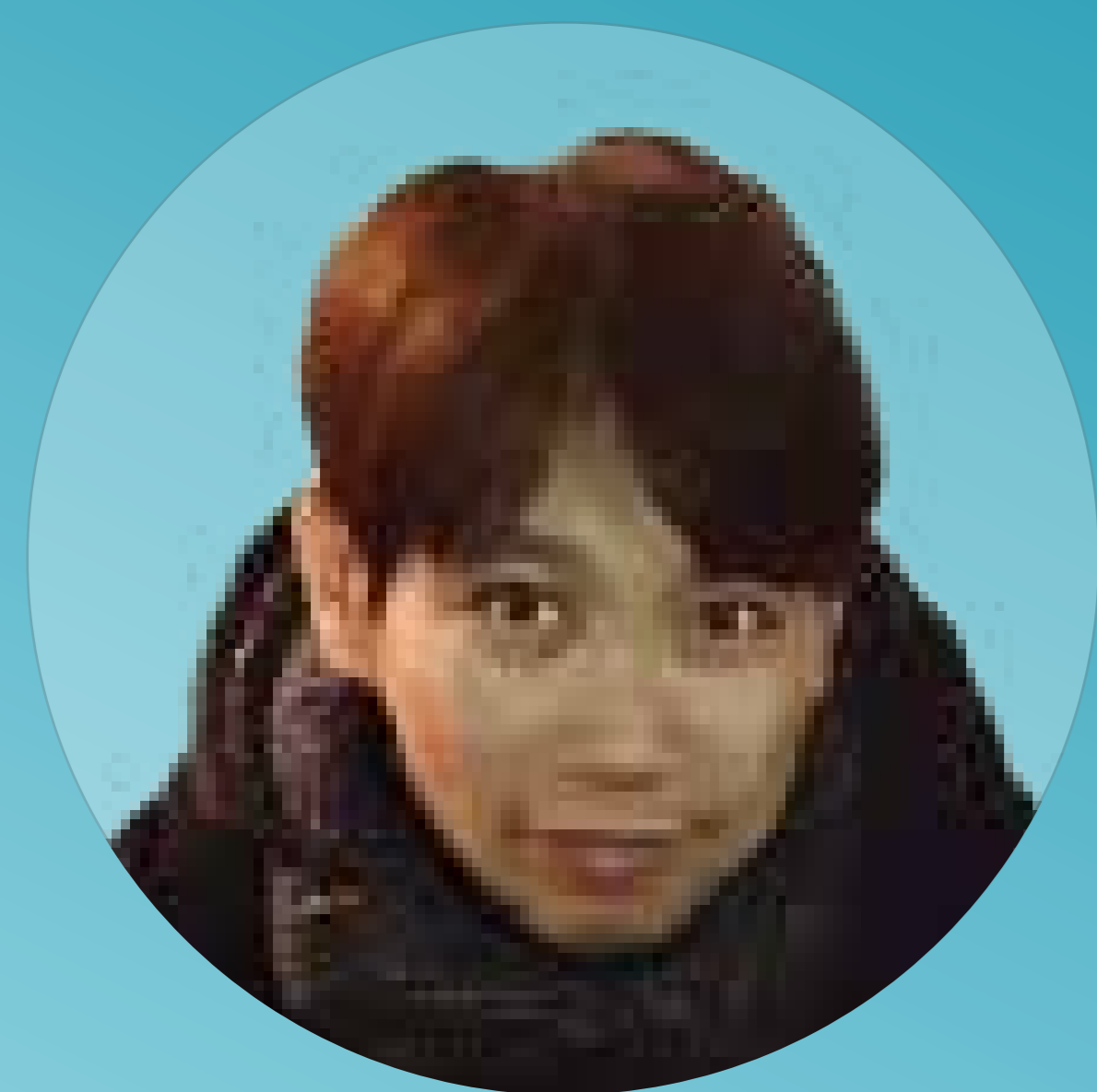
Pipeline management

“

Pepper Cloud is easy to use, flexible, and scalable CRM software, which is helping us to streamline our sales process, cut down repetitive tasks and increase our work efficiency. The support and training offered by the team are impeccable. Pepper Cloud perfectly fits the requirements of Singapore SMEs. The solution is also a part of 'SME Go Digital' which made us more confident in this solution.”

**Kelvin Yeo**

Director, SKYPAC Packaging Pte. Ltd., Singapore



**SKYPAC**  
P A C K A G I N G



**THE SUPREME**

HR Advisory

“

Pepper Cloud is a sales-focused CRM that is helping our business to grow. The user interface is easy and our sales process is now more organised. Apart from the highly productive CRM features, we are happy with their exceptional support and relentless assistance. Also, Pepper Cloud rolls out new features as per the feedback and customer requirements. We are happy with the product and the people behind the product.

**Joel Toh**

Director, The Supreme HR Advisory Pte. Ltd., Singapore

# SKYPAC Packaging Pte. Ltd.

- ✓ Location: Singapore
- ✓ Website: [skypacpackaging.com](http://skypacpackaging.com)
- ✓ Industry: Packaging solutions

SKYPAC Packaging Pte. Ltd. offers quality packaging products at competitive prices to their customers. They envision being the preferred source of flexible packaging solutions in Singapore.



## The challenge

SKYPAC, a leading packaging solution company, was on a growth tangent and needed a solution that could help them scale up faster. They had a pipeline full of leads but they lacked coordination between sales, marketing, and accounting teams. Every time the sales team needed to generate quotations, they had to seek the assistance of accounts department. As a result, the sales team didn't have access to the required information at the right time causing delays in closing deals.

**"We needed a solution to help us streamline our sales process and increase work efficiency"**

SKYPAC needed a comprehensive solution which could integrate with accounting software and is ancillary to its sales growth.

## Our solution

After thorough research on various CRM solutions, SKYPAC invested in Pepper Cloud CRM and hasn't looked back since then.

- Pepper Cloud CRM offered a scalable and customised solution for all the challenges faced by SKYPAC.
- The CRM offered a single, central location to store the critical information and allowed the management to define the data permissions.
- The actionable information about sales, leads, and activities that are displayed in visual dashboards made it easier to focus on team productivity and assisted in defining future sales goals.
- Xero-integrated Pepper Cloud CRM assisted SKYPAC in generating, sending, managing, and tracking sales quotations.

### Features used:



Integration with Xero



Dashboard



Access controls

# The Supreme HR Advisory Pte. Ltd.

- ✓ Location: Singapore
- ✓ Website: [thesupremehr.com](http://thesupremehr.com)
- ✓ Industry: Recruitment agency

The Supreme HR Advisory Pte. Ltd. is a recruitment agency that provides an efficient, effective and enjoyable staffing experience to job-seekers and employers since 2014.



## The challenge

The Supreme HR Advisory was able to generate leads easily. However, the team collected lead details in multiple spreadsheets and it was difficult to keep these spreadsheets updated all the time. This made the whole process cumbersome. As a result, there were delayed follow-ups and the process of tracking the team performance became time-consuming and tedious.

**“We needed a sales-focused CRM that helps our business grow”**

The Supreme HR Advisory wanted to onboard every member of the organisation to use the CRM solution without increasing the monthly recurring cost. Our Enterprise plan helped them to achieve this.

## Our solution

Pepper Cloud CRM helped The Supreme HR Advisory in solving their problems by providing them with a single comprehensive platform.

- Pepper Cloud CRM made it easier for the company to document their leads quickly and effortlessly and move them forward through the sales pipeline.
- The CRM was integrated with their Office 365 suite for calendar and drive management from a single platform.
- The reporting and real-time dashboards of the CRM allowed the managers to stay up to date with what their team is working on, without constantly chasing for updates.
- The Supreme HR Advisory opted for the enterprise-level solution and empowered its growing team.

### Features used:



Office 365 integration



Enterprise plan



Sales pipeline management

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The CRM has a strong sales pipeline management tool that helps us to manage our business operations in 6 countries. It has a robust user management system with clearly defined access levels for data security and protection, which we needed. What I personally like the most in Pepper Cloud CRM is its service dedication and personal touch.

**Anthony Gerald**  
Group CEO, Cuscapi, Malaysia



**cuscapi**<sup>®</sup>



**Tech Data**<sup>®</sup>

“

Team collaboration, accurate sales forecasting, and effective resource management are the challenges every organisation encounters. But having an efficient CRM tool like Pepper Cloud enhances productivity while assisting in optimising the sales process and managing the sales pipeline. Pepper Cloud CRM tool is the right mix of flexibility, affordability, and ease of use.

**Yoon Kam Fei**  
Managing Director, Tech Data, Malaysia

# Tech Data

- ✓ Location: Malaysia, Singapore
- ✓ Website: techdata.com
- ✓ Industry: IT services

Tech Data is an end-to-end technology distributor with a focus on customers' needs and goals with the objectivity of a true strategic partner.



## The challenge

Before adopting Pepper Cloud CRM as the company's CRM, Tech Data was using spreadsheets to manage its leads and customer data. Manual error was a persistent problem. But alongside, it also resulted in missed opportunities, reduced team productivity, lack of resource management and less collaboration with other departments. All these were posing a challenge to its sales growth.

**"Team collaboration and effective resource management were the major challenges"**

Tech Data was looking for a CRM solution that could address these challenges collectively and provide them with a scalable and customisable solution.

## Our solution

With heavily integrated Pepper Cloud CRM, Tech Data could easily capture leads and manage its entire sales process effectively.

- Tech Data started to capture leads from multiple landing pages through the embedded web forms and the sales team would instantly receive notifications about new leads. This reduced the response time and ensured no opportunities were missed.
- The custom fields in Pepper Cloud CRM allowed the team to customise the business modules as per their requirements.
- With end-to-end sales pipeline management, Tech Data could successfully organise, track, and streamline its sales process, design sales strategy, and forecast its sales.

### Features used:



Mailchimp integration



Web forms



Lead management

# Cuscapi

- ✓ Location: Malaysia, Singapore
- ✓ Website: cuscapi.com
- ✓ Industry: Management services

Cuscapi offers business management solutions, information technology security solutions, consulting services and contact centre outsourcing services for businesses across various industries.



## The challenge

Cuscapi needed a scalable CRM that works shoulder-to-shoulder with it to monetise its sales across 6 countries. It was using a spreadsheet model to manage leads and their customer data and struggled with next to no visibility between the teams and management. These issues resulted in coordination challenges, missed opportunities and slowed down sales process.

**“We needed a sales CRM to help us manage our business in 6 countries”**

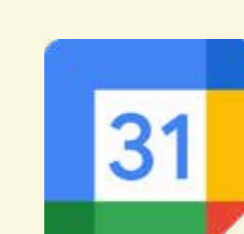
Hence, Cuscapi was looking for an easy-to-use cloud solution that formalises its sales structure, manages its business operations across various countries, yet provides the required information in real-time.

## Our solution

Cuscapi realised that Pepper Cloud CRM can be the solution for all the issues it was encountering in its day-to-day operations.

- Pepper Cloud CRM provided a central location to store the lead details and customer data and empowered the team with easy access to the information.
- Cuscapi could define the data permissions for its team by defining the roles, profiles, and permissions for their users, providing only required information to the sales representatives and protecting other data.
- Cuscapi tailored its sales pipeline as per its requirements with the help of Pepper Cloud CRM and structured a hassle-free sales funnel for its leads and opportunities.

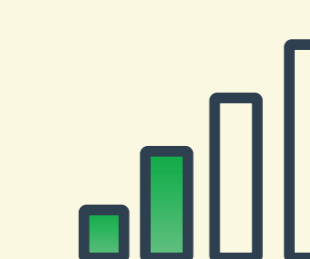
### Features used:



Activity management



Lead management



Custom sales pipeline

Let's get  
connected

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[Book a Free Demo](#)

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Pepper Cloud

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