

Condeco saves time in sales and finance and improves the customer experience with Celigo

Customer

Condeco

Segment

SaaS / Meeting Room Booking Software

Products

Celigo integrator.io

Salesforce - NetSuite Integration App

About Condeco

Condeco is the pioneering market leader in workspace management and resource scheduling software, providing workspace scheduling solutions to over 1,000 of the world's biggest brands. Founded by Paul Statham in 2005 in London, today Condeco is a global company with 8 worldwide offices and over 350 employees.

Background

In recent years, Condeco has seen significant growth. As demand for its software increased and the company scaled, it could only staff-up so quickly. So the team prioritized investing in the right tools and systems to automate business processes and improve the end-to-end customer experience with a small IT team.

The Challenge

Condeco had used NetSuite for a number of years, and as product demand grew, it adopted a number of finance, HR, project management, and other business systems such as Salesforce as the company's CRM. With finance, accounting, credit control, billing, invoicing, all done out of NetSuite the information all needed to correlate to the customer record in Salesforce.

"The systems were all quite disconnected," said Adrian Jeffers, IT Program Manager at Condeco. "When the finance team were looking to

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Celigo is a fantastic tool that's enabled us to connect key business systems with ease. As our business has seen exceptional customer demand in the last year we have needed to use tools like Celigo to improve processes, scale quickly, and speed up internal administration and data pass-over. Celigo has helped us by saving time and freeing up team members to do better things. That's the real value-add.

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— **Lauren Robertson**

Brand Manager
Condeco



verify details to close an opportunity, they had to spend time on administrative tasks going back and forth into Salesforce and NetSuite to verify customer and account information”

The manual integration bottleneck was time-consuming, error-prone process where the data was duplicative and not synced in real-time. Changes in one system’s objects and fields affected the imports, requiring them to be handled manually

“When a lead or opportunity is in Salesforce, the finance team are required to verify certain data prior to closing an opportunity,” said Lauren Robertson, Brand Manager at Condeco. “The teams were spending more of their time that they shouldn’t have: doing the administrative task of verifying data in both NetSuite and salesforce.”

“They should be trying to improve the process - and that’s what they wanted to do,” she added.

The Solution

To reduce errors, increase efficiency, and improve the opportunity closed/won process, the team needed to integrate these systems to automate its lead-to-cash business processes. The Condeco team decided to automate processes between its ERP and CRM with Celigo’s Salesforce-NetSuite Integration App.

“We really wanted to bring that together to have one source of truth,” said Robertson. “We want data that’s useful and accurate -- instead of having customer data in one system that doesn’t mirror the customer data in another.”

With this integration, the status of the company or a customer and its financial data in NetSuite is automatically populated into Salesforce, and vice versa.

In addition to integrating renewals and Next, the team is looking to automate JIRA tickets across applications, travel expense

management between SalesTrip and NetSuite, and hire-to-retire processes between different HR applications and Salesforce.

“We’re connecting all this data with Celigo to keep a single view of the customer across our application estate,” said Jeffers. “We’ve got all these disparate systems that we’re pulling into a hub where you can actually be confident that the data is collected in the right place in a way that’s useable, you can draw knowledge from it, and drive processes and actions on the back of that correct data.”

“And that’s what’s super powerful if you actually get that right.”

Bottom Line

Celigo has helped Condeco reduce the administrative time taken to verify new opportunities by syncing data between applications. This has improved the company’s customer experience and saved time between sales and finance, saving time and resources and accelerating the sales and renewal process

Without the manual bottleneck, the data between the systems is always up-to-date, allowing Condeco to utilise the data more intelligently.

As the demand for Condeco’s software grows, the company is now looking to connect other data and systems, in marketing, sales, renewals, support tickets, expenses, HR, and so much more.

“As a business, we’re trying to improve our kind of entire customer experience all the way through from end to end. And by having these systems connected, we can actually deliver that more effectively,” said Robertson.

“Celigo is a fantastic tool that’s enabled us to connect key business systems with ease. Celigo has helped us by saving time and freeing up team members to do better things,” she added.



We’re connecting all this data with Celigo to enable a single view of the customer. We’ve got all these disparate systems that we’re pulling into a hub where you can actually be confident that the data is collected in the right place in a way that’s useable, you can draw knowledge from it, and drive processes and actions on the back of that correct data. And that’s super powerful.



— **Adrian Jeffers**
IT Program Manager at Codeco

About Celigo

Headquartered in San Mateo, Celigo is pioneering the future of application integration. The Celigo integrator.io is the next-generation iPaaS that allows you to quickly connect any cloud application, automating business processes and eliminating manual data entry and exports across applications.

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