

BPMonline Improves Customer Experience for Yandex, the World's 5th Largest Search Engine

*Yandex, the world's 5th largest search engine has implemented a comprehensive process-based **BPMonline CRM** across eight branch offices.*

Nowadays Yandex accounts for about 60 percent of the Russian search market while Google tops out at 25 percent. According to comScore Media Metrix data, Yandex's sites attracted 95 million unique visitors in March 2013. The mission of the company is to help people solve their problems. Any problems. On- or offline, routine or one-off, personal or mathematical, geographical or logistical, theoretical or practical. For anyone. Anywhere.

The main objective of BPMonline CRM implementation was to optimize the work of Yandex's various units within the Commercial Department (including the back office) to ensure best-of-breed customer service.

Significant time-savings in processing individual requests

BPMonline CRM opens new opportunities to Yandex for managing customer relationships, as well as business processes.

The system stores complete data about each client within a single information space, which has already become a significant time saver in processing each request.

Automated notification on request updates

One of the important benefits of process-centric CRM implementation is the possibility of a step-by-step processing of client requests. When a new request is received it is automatically created in the system and in turn generates a series of tasks according to set deadlines. Due to the comprehensive automated notification capabilities customers can be informed immediately about any updates on their requests.

Fully integrated CRM for targeted marketing campaigns

Integration of BPMonline CRM and Yandex web services, allows the company to track the tools and services used by Yandex clients. This information is used for segmenting the customer base and preparing targeted email and SMS campaigns. In addition the CRM system has been integrated with internal applications used by Yandex, including billing and case tracking system Jira.

By moving to the new BPMonline process-centric CRM solution Yandex has gained a range of benefits:

- The queuing and scheduling of customer requests and internal applications is fully automated.

- Account managers are assigned to each customer depending on their skills and performance.
- The information about client debt is always up to date and available in the CRM system.

The new CRM solution enables Yandex to audit performance of individual employees, groups, departments and regional units. The time required to generate reports has also been reduced due to pre-set reporting templates.

“We are convinced that we can offer Yandex clients exceptional customer experience, by using BPMonline’s Customer Relationship Management (CRM) and Business Process Management (BPM) solution.” concludes Pavel Tsapyuk, CRM Coordinator at Yandex.

About Yandex

Yandex is the world’s 5th largest search engine. According to LiveInternet, as of March 2013, Yandex generated 61.9% of all search traffic in Russia. Its sites attract about 95 million unique visitors all over the world (comScore, March 2013).

With the mission to help people solve their problems in any situation, Yandex offers a broad range of services tailored for mobile and other digital platforms and devices, including television sets and on-board automobile computers. Currently, Yandex has over 5,000 employees working in different locations across the globe, including USA, South Korea, the Czech Republic and China. The company partners with thousands of companies to aggregate and organize extensive local, national and international information.



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