



Organization | International Derivatives Clearing Group

IDCG Receives Custom Business Process, Corporate Wiki and Application Assistance Via Twin Lights Group and Zoho.

International Derivatives Clearing Group, LLC (IDCG) is, through its subsidiary International Derivatives Clearinghouse (IDCH), LLC, a central clearinghouse which provides an efficient and transparent forum to clear and settle interest rate swap contracts and other fixed income derivatives contracts.

The Challenge

David Reed, a Managing Director with IDCG needed to implement a system that would allow his team to communicate, collaborate, track client activity and manage their on-boarding workflow. To date, IDCG had been using another popular, but expensive CRM system to track their client interactions. However, due to a lack of customization to their business processes and absence of time to properly train staff to use the tool, it went largely unused. IDCG needed a way to handle their complex business process which involved several outside agencies and heavy cross department communication in an affordable and flexible package.

The Solution

Twin Lights Group brought a more affordable CRM system – Zoho CRM - to the table enabling IDCG to invest in the needed customization to address their key issues. Through numerous sit-down sessions IDCG's business process was painstakingly mapped into Zoho CRM to operate and track activities precisely as they occur in IDCG's daily operations. Adding to the goal of increased efficiency, several layers of automated notification was also created to facilitate rapid handoff from stage to stage allowing the IDCG staff to spend far less time creating reminder and notification emails.

Once this framework was in place, further efficiencies were enabled with the help of Zoho's Outlook Plug-in for Microsoft Outlook, allowing IDCG staff to instantly insert customer critical data to their CRM and reduce manual data entry. A Corporate Wiki was also implemented to help keep a companywide knowledgebase detailing methods & procedures, storing standard documents and templates per department, and providing easy access to company news.

“With the help of Twin Lights, we were able to get a fully customized business tool that met the unique needs of our business at half the cost of our prior on-demand CRM solution”
-David Reed, Managing Director - Business Development

The Results

After several months of operation, the IDCG CRM implementation and Twin Lights Group Customization & training efforts are standing the test of time. Unlike so many business applications that become “shelf ware” due to a lack of true customization to integrate a product to a business, the Zoho CRM platform has proved to be a natural fit for IDCG. Efficiencies have been gained in everything from general fulfillment to correspondence, and more importantly IDCG now has a full and accurate audit trail of activities pertaining to a given client.

The duration of the business cycle has been reduced, collaboration has increased, and accountability is now a matter of fact rather than a time draining activity. From CRM to Wiki, IDCG is covered.

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