

Bitrix24[®] Partners

Implementation case



Telecom provider – Field Sales Transformation with Bitrix24

Partner **Webbee Group** • New Zealand | Australia

A leading telecom provider in the Caribbean with multiple sales units: SME sales, government contracts, call-in centers, and field sales.

The main goal was to **strengthen door-to-door and mobile sales operations** with a modern, portable solution.

- ✗ **Outdated CRM** at the end of its lifecycle
- ✗ Field agents relied on **Google Forms & manual spreadsheets**
- ✗ **Delays** in data processing and service activation (1–2 weeks)
- ✗ **Lack of visibility** for management and sales reps
- ✗ **High risk of errors**, weak customer engagement

Bitrix24[®] Partners

Solution

We implemented **Bitrix24** as a semi-automated, fully portable platform for field sales operations.

- ✓ **Data collection & processing** – customer info captured as leads, auto-verified, qualified, and converted into deals before syncing with the CRM
- ✓ **Automation & integration** – deep integrations with internal systems + multi-layered verification protocols
- ✓ **Field sales enablement** – a mobile-friendly tool for real-time data capture, tracking, and collaboration
- ✓ **Reporting & visibility** – sales pipelines structured into clear stages with on-demand reporting

- ✓ **Customer onboarding accelerated** – from 1–2 weeks to less than a day
- ✓ **Agents empowered** – instant access to the full client journey + better engagement
- ✓ **Automated workflows** – minimal manual effort, higher accuracy
- ✓ **Crystal-clear visibility** – both agents and managers gained transparency and control
- ✓ **Happy users** – field sales teams adopted the tool with enthusiasm

Bitrix24[®] Partners

”

“The new Bitrix24 platform turned our field sales unit into a fast, data-driven powerhouse.” – Head of Sales

”

Bitrix24[®] Partners

The results?
Game-changing



Sales cycle **reduced by up to 90%**
(weeks → hours)



Agents make **faster, smarter decisions** in the field



Higher customer satisfaction
thanks to personalized engagement.



Management gained
unprecedented clarity in reporting
and operations.

This case shows how **Bitrix24** can **revolutionize sales teams on the move** – speeding up processes, empowering agents, and boosting customer satisfaction.

Want to create the next success story?
Follow the link in **the description**.

