



# Zaparas Lawyers Deploys Sugar to Maximise Partner Referrals

Simplified integration and implementation key deciding factor on CRM for

leading personal injury experts

SYDNEY, Australia – 16 August, 2017 – SugarCRM Australia PTY LTD., the company that enables business to create extraordinary customer relationships with the most empowering, adaptable and affordable CRM solution on the market, today announced that personal injury experts, Zaparas Lawyers has engaged SugarCRM to provide cloud software for client enquiry management, with the first phase of the project roll-out currently underway.

Zaparas Lawyers was founded in 1981 by the Zaparas family and is a driving force in WorkCover, TAC, Public Liability, Superannuation and Asbestos related claims in Victoria. By helping its clients with their personal injury entitlements, Zaparas Lawyers has ongoing relationships with a variety of organisations that refer clients to the firm.

“We work closely with our clients, and take the time to understand the emotional and financial circumstances pertaining to each individual that we represent, and proceed in a manner that is attentive, respectful and considerate of their wellbeing,” said Briele Heath, Marketing Manager, Zaparas Lawyers. “We wanted a technology solution that would help our partners and staff to streamline business processes, and to develop a better understanding of our referral partner relationships. As such, the ability to truly integrate SugarCRM’s software with programmes such as LawMaster and WordPress, was key in our decision to choose Sugar above other platforms.”

Zaparas Lawyers reviewed several vendors in the CRM market but ultimately chose SugarCRM for its ease of implementation and its ability to integrate with the company’s existing systems.

“Zaparas Lawyers are specialists in personal injury law, and they are looking to provide their team with detailed insights into the referral process. We are looking forward to supporting Zaparas, with its new cohesive strategy to access a greater number of people in need of expert legal advice,” said Mark Troselj, Managing Director, Asia Pacific and Japan, SugarCRM.

SugarCRM’s partner CRM Strategy has facilitated the Sugar deployment with the Zaparas team since its inception.

“We are delighted to work with Sugar, a highly respected industry brand, to deliver the increased performance the law firm needed to expand and grow its business. Our customers are looking for technology advice, as such we work closely with them in order to identify the business problems up front, and the best technology to apply to their business, as opposed to just selling a tool. Software integration is at the heart of what we have delivered for over 20 years, and this deployment is a leading example of Sugar’s ability to streamline processes and integrate with any system,” said Brett Cruickshank, CEO, CRM Strategy.

## About SugarCRM

SugarCRM enables businesses to create extraordinary customer relationships with the most empowering, adaptable and affordable customer relationship management (CRM) solution on the market. Unlike traditional CRM solutions that focus primarily on management and reporting, Sugar empowers the individual, coordinating the actions of customer-facing employees and equipping them with the right information at the right time to transform the customer experience.

Based in Silicon Valley, SugarCRM is backed by Goldman Sachs, Draper Fisher Jurvetson, NEA and Walden International. More than 2 million individuals in over 120 countries rely on SugarCRM. To learn more visit <http://www.sugarcrm.com> or follow @SugarCRM.

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About CRM Strategy CRM Strategy have been delivering CRM solutions for 21 years and are a full service consultancy service. Based in Melbourne but servicing clients nationally in Australia and New Zealand, the consultancy team offer solution design, development, deployment and success

management to ensure the final solution delivers the value desired by the client. More can be found at [www.crmstrategy.com.au](http://www.crmstrategy.com.au) Media Contacts:

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