

Customer Case Study



Aspen Electronics Ltd

Name: Howard Venning

Position: Managing Director

What we do: Aspen are a distributor of test equipment and electronic components. They sell a range of over 5,000 microwave components including Sources, Oscillators, Filters, Amplifiers, Waveguide components, Millimetrewave and Passive RF items.

Pre-ProspectSoft Problems The Solution

We were using an antiquated system which was over 17 years old, and it was time to update it. We had over 5 separate systems which all held important customer information, so we knew we needed to bring all our information into one single place.

We also had no existing CRM system in place, therefore tasks such as making entries more than once through rekeying was time consuming and inefficient. Selling an extensive range of complex products like we do, this was clearly causing problems in the business and for our customers.

Both the integration to our accounting system, Exchequer, along with the fact that ProspectSoft can adapt the system to suit your business and customer requirements were what attracted us to ProspectSoft. As a result, we implemented ProspectSoft CRM as we needed a single solution that could operate for both our companies at the time, Aspen and Admiral. Despite merging these companies since, ProspectSoft is still working well for us. We deal with a large, diverse dataset due to the nature of our business, and ProspectSoft CRM has allowed us to manage this in an efficient, effective way.

Summary

The team at ProspectSoft are very approachable and responsive. There's always someone to talk to, and the support team are always trying to solve any problems you may have in a timely manner. ProspectSoft's quarterly events have also proved useful to us – they've given us a great insight into where they're going in the next year, what new products/updates may be of interest to us, and are a great opportunity for us to meet the team including our own Account Manager. Listening in to the Wednesday webinars is also a great way for us to gain some extra knowledge on areas of the CRM. Before ProspectSoft I was very anti-CRM, but I can now see the real benefits in having one that is adapted to suit your business requirements.

Key Benefits

- 1) **Reporting** - All the information we need is in one central place, and the reporting functionality pulls all this through in the correct format, helping reduce admin times.
- 2) **Information Retrieval** - We're can easily locate emails and quotes, and being able to view customer sales history and correspondence improves our customer service and efficiency – without this it would have been a very manual task.
- 3) **Database Management** - We are now able to manage our processes much faster than before.



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