

Customer Case Study



Morco Products

Name: Sam Hart

Position: Aftersales Assistant Manager

What we do: Morco Products are specialist suppliers of LPG gas heating and hot water equipment to the UK Caravan Holiday Home and Residential Park Home industries.

Pre-ProspectSoft Problems

Before introducing ProspectSoft CRM, we were working off multiple databases for different purposes. This caused huge inefficiency problems, and it was beginning to show that our current practices were becoming obsolete.

We were repeatedly inputting the same information time and time again, and this was proving tedious and ineffective for us at Morco Products.

The Solution

Introducing ProspectSoft CRM has made our business much more efficient than it was before. The CRM itself is very user friendly - the functionality and range of search options is great meaning we can find things quickly and easily. The solution is very flexible as it can be adapted to suit our specific business needs. Reports are easily drawn up, so people can access any information they need at any time - it's great because information is now at our fingertips.

Summary

Morco Products have significantly benefitted from ProspectSoft. The system is great, and I find I can always talk to someone quickly on the support or Account Management team if I need to. The weekly webinars are useful, as they cover a variety of topics surrounding the CRM, and I am able to watch them at a time that suits me. We have already recommended ProspectSoft to one of our customers, and I wouldn't hesitate to recommend them again to others.

Key Benefits

- 1) **Centralized, consolidated database** - Everything is now stored in one central location, instead of working off multiple databases and spreadsheets like we were before.
- 2) **No rekeying** - Eliminating this has significantly reduced the amount of human errors.
- 3) **Time saving** - We now have much more time to focus on other important tasks now that we have the solution in place.



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