Customer Case Study

UNiVERSAL

Universal

Name: Ashley Lewer

Position: Operational Director

What we do: Universal is a leading specialist sub-contractor engaged by clients to provide services to the construction industry.

Pre-ProspectSoft Problems

Before adopting the CRM, we found it very difficult to track any sales leads in the pipeline and any problems associated with these leads. This caused miscommunication between staff and customers, resulting in poor customer service and us losing potential customers.

The Solution

The CRM has not only allowed us to combat the time management and inefficiency issues we were experiencing before, but it's changed the way we operate and communicate. The system allows us to see and monitor communications between staff and their prospects, leads and customers, meaning we can adapt our approach accordingly. We are now much better equipped for different situations, as we are aware of our customer's current situation from being able to access up to date customer information. This means we can now provide a more reputable, professional level of customer service, enabling us to build rapport with our customers.

Summary

ProspectSoft has massively helped to improve our business. It really feels like a joint effort between us and ProspectSoft - they actually *want* to help you, and our Account Manager and the support team do their best to facilitate that. Following the success of the CRM, we're currently in the process of implementing the eCommerce solution for our business, as this integrates with the CRM solution we have.

Key Benefits

1) **Communication** - Any form of communication is now stored in the CRM against the lead, so we are much better equipped for any situation that arises.

2) **User friendly & time saved** - The system is easy to use and we got to grips with it quickly.

3) **Manage sales leads** - We are able to provide a better level of customer service.

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ProspectSoft