Customer Case Study

CSG CYCLING SPORTS GROUP

Cycling Sports Group

Name: Neil Merry

Jon title: Managing Director

What we do: Recognised as one of the most significant global suppliers of bicycles, equipment and accessories.

Key Benefits

1) Online portals provide more information and better customer service

2) Free up employees time so that they can focus on their core roles rather than admin tasks

3) Increase sales by extending trading hours online

Pre-ProspectSoft Problems

The staff here at CSG couldn't cope with the amount of enquiries regarding product availability and information. Customers contacted us by telephone and email to access information on their individual pricing, stock availability and product specifications to name a few. This led to our staff being diverted from core roles due to the unmanageable amounts of admin work.

Customers also had a lack of awareness and information about new products and were limited to ordering during our opening times which weren't always convenient for them.

The Solution

ProspectSoft' s eCommerce solution has enabled us to trade 24/7 and for customers to order when it's convenient to them. Our products are clearly displayed on the website along with the necessary information, like stock, pricing and product details.

Integrating this to our Exchequer accounts system through ProspectSoft has extended the level of personal service we can provide to each customer online. Customers have access to individual account information; including product purchase history, customer specific pricing and available stock. All of which is easily managed in one central place.

Summary

ProspectSoft has changed the way we run as a business and has made the buying process easier for both customers and staff. The online trade portal integrates with our CRM and our accounts system, so all product and customer information is managed in one central place. This is immediately available on the web and reduces admin time. The excellent functionality available on the website has helped us win new customers and has improved the quality of service for current customers.

"Our business runs on ProspectSoft CRM and ProspectSoft eCommerce – they are absolutely pivotal in everything that we do. We often recommend ProspectSoft and will continue doing so."

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