Customer Case Study

FORESTADENT®
GERMAN PRECISION IN ORTHODONTICS

Forestadent

Name: Lucy Brownrigg

Position: General Manager/Administrator

What we do: Forestadent are a UK distributor for orthodontic materials selling in the UK to dentists.

Key Benefits

1) Up to date information and communication between all departments

2) Process efficiency gains

3) Able to market ourselves to a wider audience online effectively via eMail and eCommerce

Pre-ProspectSoft Problems

We were dealing with high volumes of miscommunication between departments. Our account managers were very detached from the office, and important notes such as prices and conversations were not being properly recorded and therefore not seen by the office. This meant our customers were receiving mixed and confusing messages and our customer service suffered.

All in all, we had outdated processes and needed to bring all our business and customer information into a single view in order to work more efficiently and effectively.

The Solution

ProspectSoft CRM enabled us to bring all our business and customer information together into a central place through its integration with our accounts package, Exchequer. An integrated solution meant everyone could access and store information about customers, and in turn our processes became more efficient.

We have since expanded into eMail Marketing, and finally eCommerce to complete our online presence. As all ProspectSoft solutions integrate together and to Exchequer, we are able to control all product updates (be that on or offline) from one central place.

Summary

ProspectSoft's solutions can be adapted as much or as little as you like to meet your business requirements. The team really understand and care about you and your company, and you become familiar with the employees there almost immediately because of this. Getting the software up and running is quick, and the transition is seamless. The integration with our accounts package Exchequer means the process is even more painless, and once implemented the system is easy to use.

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ProspectSoft