

Customer Case Study



Evac + Chair

Name: Mark Roberts

Job Title: Sales & Marketing Director

What we do: Provide innovative products used in emergency situations worldwide.

Key Benefits

- 1) Better customer and business information management in one single view
- 2) Improved process efficiency and profitability – more time for more sales!
- 3) Increased sales by providing sales reps with access to valuable customer information anywhere

Pre-ProspectSoft Problems

All of our business and customer information was spread across multiple spreadsheets, Pegasus Opera, and Microsoft Outlook. Having no central store for this key information meant we were running very inefficient processes; in fact we were running several different processes in multiple spreadsheets.

We needed to bring these processes and information together into a single view so we could communicate effectively & offer a better service to our customers and in turn increase our sales revenue.

The Solution

We initially looked at ProspectSoft CRM because of the solid integration they offer to Pegasus Opera, This is where we were storing the majority of our data.

The integration meant we could bring all our business and customer information into one central place and provide our sales team access in the office, at home, or on the road. Ultimately improving the efficiency of our processes and effectiveness of our sales team.

Summary

ProspectSoft's team of consultants and account managers understand real businesses and their needs. Their expertise and knowledge mean you get the solution that is right for your business, not someone else's.

ProspectSoft is a real-time business system that improves business efficiency, gives you valuable customer intelligence, and increased return on investment.



"Our service revenue has doubled since implementing ProspectSoft CRM and we have since expanded into eMarketing and eBusiness with their solutions."