

Case Study

“We have used different CRM systems in the past but ProspectSoft CRM is both user-friendly and powerful.”

KV2 Audio Managing Director Jonathan Reece



KV2 Audio manufactures a new generation of advanced, high-definition loudspeakers for the professional audio market in theatres, leisure complexes, education establishments and clubs.

Bands and musicians also use KV2's Active Speakers for live concerts. Worldwide company headquarters are in Washington State, USA, while R&D is based in the Czech Republic and the UK office is in Essex. UK customers are mainly specialist installation contractors and are managed by a three-person field sales team.

Key Objectives

KV2 Audio UK's sales team, being field-based, need to access and share customer information with the office and each other regularly. In January 2003 an 8-module ProspectSoft CRM system was installed on a server at the company's IT supplier Ranmor, with a broadband connection to the three sales people's homes. The main reasons for installing ProspectSoft CRM were:

- ProspectSoft CRM integrates fully with Pegasus Opera II sales ledger, stock and SOP

- The system manages the complete sales cycle from initial enquiry to delivery and installation, including any pre- or post sales customer issues
- Customer quotations can be produced in the office or in the field in the CRM system and converted automatically into sales orders in Opera II

Results

The benefits have been:

- Sales people, using laptops or GPRS mobile phones, can access customer data in Opera II through ProspectSoft CRM at home or on the road
- Visit reports, documents and quotes can be replicated to and from head office and field staff automatically, rapidly and with full security
- Feed back to R&D and manufacturing through ProspectSoft CRM's reporting tools ensures continuous product enhancements

Jonathan Reece, MD of KV2 Audio says: *“We have used different CRM systems in the past but ProspectSoft CRM is both user-friendly and powerful. Its ability to store documents and quotations for access by all remote users is a major point. I can already see efficiencies resulting from availability of accurate, up-to-date information.”*

Key facts

- Industry: Audio equipment & systems
- Accounting System: Pegasus Opera II
- Previous CRM system: Act!

Priorities for CRM System

- Close integration with Pegasus Opera II
- Field-based users need regular access to customer information
- Log and track all sales opportunities and customer support issues

CRM System Details

- No of Mobile users: 3
- No of Modules: 8
- Installation began in January 2003

Key Features

- **Configurable** for many sizes and types of organisation with multiple functional modules
- **Fully scalable** from entry-level to enterprise-wide solution
- Sales force, marketing and field service **automation**, all with management escalation

- **Dynamic integration** with **Microsoft Office** giving full document management
- **B2B and/or B2C customer relationship management** within one system
- **Dynamic analysis** and **detailed management reporting** on customers and suppliers, sales, service or products

