

Case Study

“Being able to access current data from laptops while with a customer or supplier overseas has been an exceptional and invaluable benefit.”

Kingfisher Products Ltd Sales Director Greg Moore



**Auckland-based Kingfisher Products Ltd, a subsidiary of Thailand’s Kingfisher Holdings and the giant Japanese Maruha Corporation, imports and exports high-quality seafood.**

The company deals mainly with suppliers all over Southeast and East Asia, supplying and buying shrimps, prawns, shellfish and “finger food”. Rapid growth since its foundation in 1993 brought severe challenges in managing customer and supplier records effectively, which were held in a mixture of accounting system ledgers, MS Outlook and hard-copy files.

**Key Objectives**

Two key personnel travel regularly overseas, adding to the problems of maintaining and accessing customer and supplier information. To manage sales and purchase activities more effectively, Kingfisher Products Ltd installed a 10-module ProspectSoft CRM system, which included Document Manager and Telephony Integration modules. The main reasons for implementing ProspectSoft CRM were:

- Simple generation and storage of quotations and other documents

- The system’s tight integration with Exchequer Enterprise sales and purchase ledgers, stock and price files and SOP
- Instant access to customer and supplier records and documents by office and mobile users
- Telephony integration

**Results**

The main benefits of implementing ProspectSoft CRM have been:

- Customer and supplier records are now stored electronically, so are easily accessed and kept up-to-date
- Exchequer data and functions can be accessed through the CRM system
- Easy access to CRM data by mobile users overseas saves significant time and cost and helps customer and supplier relations
- Telephony integration saves considerable time and effort

Greg Moore, Kingfisher’s Sales Director, says: *“Being able to access current data from laptops while with a customer or supplier overseas has been an exceptional and invaluable benefit. Having most documents filed electronically in one central source has given us considerable time and cost savings.”*

**Key facts**

- Industry: Supplier of seafood products
- No of staff: 4
- Accounting System: Exchequer Enterprise
- No previous CRM System

**Priorities for CRM System**

- Close integration with Exchequer Enterprise and MS Office
- Mobile access to customer and supplier records and documents
- Integration with telephony system to manage heavy international traffic

**CRM System Details**

- No of Sites: 1
- No of Network Users: 3
- No of Mobile users: 2
- No of Modules: 10
- Installation began in June 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

