

Case Study

ProspectSoft CRM delivers major telesales improvements for Westbourne Hygiene



Westbourne Hygiene, a Kent supplier of cleaning products, has used ProspectSoft CRM in its telesales operation since November 2001.

The company's products range from cleaning agents and washing up liquid, to furniture polish and toilet paper, amounting to around 3,000 stock items. ProspectSoft CRM is currently deployed in telesales and is integrated with Westbourne's accounting system which is Exchequer Enterprise

Key Objectives

According to the Telesales Supervisor, the biggest benefit of ProspectSoft CRM is the time it saves. Instant access to customer records means that queries can be dealt with immediately, follow-ups logged for future action, then tracked and reported on by the system.

One major benefit of accounts integration is to use product and pricing information from Exchequer Enterprise to produce quotations for customers while they are on the phone. This ensures complete accuracy as re-keying of data is eliminating. If required, written quotations can be printed automatically, or sent by fax or e-mail. Another is that customers' contact

details can be entered rapidly into ProspectSoft CRM, then transferred directly into Exchequer when orders are placed

Results

The main benefits from implementing the ProspectSoft CRM system have been:

- More time to consult and advise new customers about products
- More time to inform existing customers about new products or improvements to existing ranges
- Higher sales because of greater accuracy and faster order throughput

Following this success, Westbourne Hygiene is adding more ProspectSoft CRM modules to automate order entry and enable pro-active sales calling, based on customers' historic buying patterns.

A future step will be to deploy ProspectSoft CRM's mobile functionality and equip field sales people with laptops and PDAs, to enable them to review customer information, check deliveries, produce quotations and enter orders, while on the road.

Key facts

- Industry: Supplier of cleaning materials
- No of staff: 30
- Accounting System: Exchequer Enterprise
- No previous CRM System

Priorities for CRM System

- Faster logging of enquiries
- Ensure follow-up of sales enquiries
- Producing and tracking quotations
- Improved response to customer problems

CRM System Details

- No of Sites: 1
- No of Network Users: 3
- No of Modules: 4
- Installation began in November 2001

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

