

In the News &  
Customer Stories



 ProspectSoft

[www.prospectsoft.com](http://www.prospectsoft.com)

# ProspectSoft Ltd



Unparalleled integration with Access Dimensions, Exchequer, Greentree, Pegasus Opera, Sage 50 and SAP helping your business run more efficiently



Make your SME business more Integrated, Automated, Productive and Competitive with Prospect 365



# Contents

Airflow's Story.....	4
Kampa's Story.....	6
What our customers think.....	8
In the News.....	9
Free Trials & Test Drives.....	10
About ProspectSoft.....	12
Why ProspectSoft?.....	13
Contact Us.....	14

# Airflow's Story

Airflow streamlines customer experience and reduces lead times using ProspectSoft's integrated CRM and eCommerce solutions

With more than 33,000 companies and 37,000 divisions on record, Airflow, a major international manufacturer and distributor of air movement solutions was looking to make better use of its database and improve the customer journey. We spoke to Paul Carpenter, Operations Director of Airflow, who explained how ProspectSoft has helped integrate business processes for a more informed, seamless customer experience.

"Having recently deployed Exchequer as our accounting software, the ProspectSoft CRM system immediately presented itself as the solution we were looking for," said Paul. "The integration and ease of use meant we could work with ProspectSoft to develop our business alongside our CRM, which is now incorporated with our payment service system, emails, marketing automation software and, most importantly, our online ordering portal."

"The CRM system facilitates the flow of information between Exchequer and our website, which is also developed, hosted and maintained by ProspectSoft. Online ordering now accounts for 65 per cent of our business; the extent of integration allows our customers to place orders, save orders and repeat orders, which are then sent directly to Exchequer and on to our warehouse."

For more, visit  
[www.prospectsoft.com/casestudies](http://www.prospectsoft.com/casestudies)

Paul continued: "The flexibility of the ProspectSoft software means we could also build in a period of quarantine following the order being placed, whereby a member of the team can check the quantities and either confirm or place a courtesy call with the customer should the order seem out of the ordinary."

**"Online ordering now accounts for 65% of our business..."**

- Paul Carpenter, Airflow

"We have various data dictionaries and user groups so that different divisions of the team can have different access rights. We don't only use the CRM for customers, but also for suppliers; we therefore use a dictionary to ensure only those within the business that these supply records are relevant to can see them, taking away any unnecessary complexity for others. Ultimately, we're using one database, one CRM system, to manage all of our supplier and customer data records."

He concluded: "Since adopting ProspectSoft's CRM and eCommerce solutions, we have benefited from integrated systems and processes that help cultivate our business culture, share data and promote effective use of time and resources. This has led to a better customer experience, resulted in greater customer loyalty and generated more repeat business."

# Kampa's Story

Kampa improves sales, orders and processing operations to support and promote business growth using the ProspectSoft integrated CRM solution

ProspectSoft is providing Kampa, an international distributor of camping and caravanning accessories, with a solution that integrates with its accounting software to improve stock management and order processing efficiency.

“ProspectSoft has had a huge impact on the way we run our business, which is growing by an average of almost 50% year-on-year”

- Mark Lawless, Kampa

Mark Lawless, Managing Director, Kampa, explains: “As business grew, we required more in depth visibility of our stock control, accounting and supply chain operations – to maintain our prompt and professional fulfilment standards on a larger scale, but also to identify and eliminate inefficiencies to create the capacity for continued growth.”

For more, visit  
[www.prospectsoft.com/casestudies](http://www.prospectsoft.com/casestudies)

Founded in 2006, Kampa has since become one of Europe's most recognised brands for camping and caravanning accessories. Using the Exchequer accounting software for its finance management, Kampa sought to integrate a CRM solution that provides complete visibility of sales, ordering and processing to support growth.

"Since deploying the integrated ProspectSoft solution last year, we achieved just that. Previously, we were reliant on a manual stock management process that ran alongside our software, but ProspectSoft unites all aspects of the supply chain."

Mark continues: "Processing orders is now much simpler, as we have full visibility of stock and its availability. Incoming deliveries can also be checked against outgoing orders, and back orders easily picked up for our customers."

He concludes: "ProspectSoft has had a huge impact on the way we run our business, which is growing by an average of 40-50 per cent year-on-year. With visibility of back orders, it's now possible to deliver more stock to our customers, which has, in turn, increased sales. The next step to further enhancing our customer offering with ProspectSoft is with the launch of our online ordering system, and a portal for consumers to order spare parts."



# What our customers think

I know we made a good choice in going with ProspectSoft, and if I was in the same position again I would make the same choice.

- John Hewitt, Beta Valve

Getting the software up and running is quick, and the transition is seamless.

- Lucy Woodnutt, Forestadent

”

Not only do they know their stuff, but they're approachable and the support is genuine.

- Dave Shuttleworth, IDNS

“

ProspectSoft has enabled the sales team to focus on processes and more importantly stick to them whilst improving efficiency.

- Jonathan Stannell, LTT Vending

”

We have already recommended ProspectSoft to one of our customers, and I wouldn't hesitate to recommend them again to others.

- Samantha Hart, Morco

For more, visit

[www.prospectsoft.com/casestudies](http://www.prospectsoft.com/casestudies)

# In the news

Prospect 365 shortlisted in the UK Cloud Awards 2017 CRM Product of the Year category



The Prospect 365 platform has been shortlisted in the CRM Product of the Year category at the UK Cloud Awards 2017...

ProspectSoft features on Comparethecloud.net

ProspectSoft features in B2B Marketing



**B2B Marketing™**

CRM at its best will promote business efficiency, but take a half-hearted approach and its value is limited...



Everyone is a consumer, even those in professional uniforms. So why do our B2B experiences not replicate those we enjoy elsewhere?

ProspectSoft features in Business Matters



You don't need to be Arkwright to appreciate the business benefits of being open all hours...

Fresh Business Thinking with MD, Andrew Ardron



The strategic addition of eCommerce functionality can transform B2B operations...

ProspectSoft's Andrew Ardron discusses eCommerce: B2B business and the B2C approach



Many B2B businesses are yet to adopt an online sales platform. Eventually, their customers will seek out somewhere else to take their business...

ProspectSoft features in Sales Initiative



Inspiration for Sales Professionals & Sales Managers

Our MD explains how B2B companies can remove the metaphorical closed sign from their shop windows on Sales Initiative

For more, visit [www.prospectsoft.com/news](http://www.prospectsoft.com/news)

# Take a Free Trial

If you're new to ProspectSoft, why not take a 21 Day, no obligation Free Trial of Prospect 365 today to see the functionality for yourself?

Getting going with your Prospect 365 Trial is easy...

**It's quick & easy to start** - Simply register for your Free Trial at [www.prospectsoft.com/register](http://www.prospectsoft.com/register), and you can begin your Prospect 365 experience within minutes.

---

**Concierge service** - We offer all of our Free Trialists a full concierge service, so shortly after you sign up a member of our team will be in touch to ensure you have the best possible tailored Prospect 365 experience.

---

**Integration** - As our integration is the result of decades of experience, we would be delighted to integrate your Prospect 365 system to your back office accounts solution - even during the trial period!

---

**Scalable** - Whether it be 2 users or 250 users, Prospect 365 is a fully scalable solution with simple, no nonsense pricing, starting from just £20 per user per month.



Visit

[www.prospectsoft.com/register](http://www.prospectsoft.com/register)

# Take a Test Drive

If you're an existing customer, why not take a 21 Day, no obligation Test Drive of Prospect 365 today too?

Getting into gear with your Test Drive is simple...

[Start the process yourself](#) - It's possible for you to manage your own migration via the Test Drive process, available at [customers.prospectsoft.com](http://customers.prospectsoft.com)

---

[Concierge Test Drive service](#) - If you would like any assistance with your Test Drive process, we're here to help. By signing a letter of intent, we can offer a concierge service for your Test Drive, where we can guide you through the process. This would be particularly useful for those of you who have customisations or bespoke elements that you've invested in over the years.

---

[Test Drive Rules](#) - Although we will migrate your database for the Test Drive, it won't affect your live database. Think of it like a copy of your database, where your existing system is still running as normal.

---

[Testing, Testing, Testing](#) - The purpose of the Test Drive is for us to perform our own testing in parallel with your



Visit

[www.prospectsoft.com/migrate](http://www.prospectsoft.com/migrate)

# About ProspectSoft Ltd

CRM & eCommerce solutions helping your business run more efficiently through unparalleled integration with Access Dimensions, Exchequer, Greentree, Pegasus Opera, Sage 50 and SAP. Our promise is to help SMEs become more Integrated, Automated, Productive & Competitive.

Founded in 2000, we are a privately owned business delivering software to thousands of users across the UK, the Republic of Ireland and worldwide. We employ people who are passionate about helping businesses run more efficiently.

ProspectSoft identified a need for solutions that integrated with accounting packages to help bring business information together, eliminate re-keying of data and improve lead follow-up and order taking.

Our suite of business solutions is particularly suited to small to medium sized enterprises (up to 150 employees), typically operating in the business-to-business sector, that have outgrown their current business information systems.

Our solutions, developed and supported in the UK, help drive the business of some of the world's leading SMEs.



# Why ProspectSoft?

## Understanding

We take the time to understand how your business runs, so we are able to advise you on how to get the best from ProspectSoft solutions.



## Adaptable

ProspectSoft understands real businesses and their needs. Each solution is built upon a standard platform then tailored to suit specific business requirements and provide ROI for our customers.

## Recognised

ProspectSoft has gained industry wide recognition as the only solution developed with integration at its core from inception.

## Knowledge & Support

Our customers benefit from the strategic and technical knowledge and experience of our customer support team, account managers and expert consultants.

# Notes

# Notes

# Contact Us

Dovetail House, Wycombe Road, Stokenchurch,  
Buckinghamshire, HP14 3RQ

01494 486301 | [sales@prospectsoft.com](mailto:sales@prospectsoft.com)

[www.prospectsoft.com](http://www.prospectsoft.com)

@ProspectSoft 

Prospect 365 Training 

ProspectSoft 

Customer Web Clinics 