

SuperOffice ensures overview and follow-up



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Tommy Arvidsen, Marketing and Sales Assistant, PROTECT



Rapid growth at PROTECT meant new data discipline requirements. The use of references is also crucial to the security industry so a CRM system was needed.

The challenge

Rapid growth meant that important references and sales information was lost across the various divisions. "We had a patchwork of different solutions in place – from Excel sheets and paper notes to the C5-based system we ourselves used here. In 2011, we embarked on an enormous upheaval from nothing to a single CRM system," explains Managing Director of PROTECT, Poul Dalsgaard.

The solution

After long and thorough preparatory work, SuperOffice was chosen as the new global CRM platform. "It was the only solution that didn't display our day-to-day work as mathematical formulae. The intuitiveness of the system means that it is easy to work with – even for IT illiterates," says Tommy Arvidsen, who is marketing and sales assistant at PROTECT as well as coordinator of the SuperOffice roll-out. The solution includes both a Windows and a web-based version and ensures that all PROTECT employees – irrespective of whether they work at the headquarters in Aarhus, in one of the company's divisions outside Denmark or are on the road – have access to important customer information and live updates of new sales data. This is supplemented by the Pocket mobile solution which we mainly use for quick lookups and calendar changes," says Tommy Arvidsen.

The result

PROTECT has seen great benefits in its roll-out of SuperOffice. Previously, widely differing archive systems and widely different attitudes to e.g. journaling and data discipline could be found in each division. Achieving high data quality everywhere is crucial. All existing data must be cleansed and verified before they are integrated into SuperOffice. "This is a big, but necessary job. If our data are not valid and updated, SuperOffice and the qualities of the system have no value to us," says Tommy Arvidsen. SuperOffice is currently used at the company's headquarters in Aarhus, in the United Kingdom and in the divisions in Australia and New Zealand.

"We are already reaping the benefits of the system and our efforts. Sellers in Uruguay, for example, are able to view the end-users and references we have in the banking sector and use these actively in their customer relationships and sales. In the security industry, references are absolutely vital. No one wants to be the first to try out a new product or a new supplier. The information contained in SuperOffice gives us extra ammunition in terms of customer contact," says Tommy Arvidsen.

Another obvious benefit is the calendar feature in SuperOffice. For the first time ever, a quick and easy overview of the location of all employees at any given time and where and when they can be contacted has been created. PROTECT has also selected to optimise its sales effort using SuperOffice eMarketing. "All our newsletters are managed in eMarketing.

This makes it easy for us to segment content and send targeted newsletters to our Danish dealers or important end-customers," says Tommy Arvidsen.

Professional consultancy

Throughout the process, Concare IT has based its solutions on PROTECT's requirements. "We have had excellent discussions and been given good advice in the design of SuperOffice to ensure that it meets our requirements. In partnership with our IT department, Concare IT has handled the practical roll-out of SuperOffice. They have shown great flexibility and have always been ready to jump in if we ran into difficulties – which is something that can never quite be avoided," says Tommy Arvidsen.

PROTECT develops, produces and sells fog security systems for alarm systems in banks and the retail sector. The company was set up in 2001 and is currently represented in more than 50 countries with its own divisions in Sweden, the United Kingdom, Australia and New Zealand.



Results

- All data gathered in one place
- Enhanced sales management
- High level of intuitiveness ensures that the solution is used
- Targeted campaigns using eMarketing

