

# Business-minded consultants who speak the company's language



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Per Thimm, Finance Director



**Herning Folkeblad Media Company rolled out SuperOffice in 2015. Discussions with Concare IT and useful feedback were vital to their purchasing decision.**

In 2015, the company rolled out SuperOffice for the almost 40 employees who needed to use the system.

"SuperOffice is a good, stable and user-friendly CRM system that our sales force use every day. We sell to many different types of media so it is important that we continuously retain an overview and are able to manage our customers, agreements and results," says Finance Director Per Thimm.

### Experience from other media companies

Discussions between Herning Folkeblad and Concare IT commenced in 2013 when Herning Folkeblad was on the lookout for a replacement for its existing CRM system.

After the first meeting, Herning Folkeblad was very impressed when the consultant from Concare IT turned out to possess detailed knowledge about the CRM challenges facing the media company and had researched Herning Folkeblad's business in-depth prior to the meeting. Migration to a new system was an attractive option as the company's existing CRM

licences could be converted to SuperOffice. Vital to the decision was also the fact that Herning Folkeblad's other systems – including the CrossAd advertising sales programme and the Targit BI tool – were compatible with SuperOffice.

"Concare IT documented how other media companies had benefited from using SuperOffice in their sales work. We had great discussions with the Concare IT consultants about the solution we needed to roll out in our organisation. They were not afraid of challenging us on our requirements – for the benefit of the business," says Per Thimm.

### Excellent follow-up during installation

The finance director mentions that the entire installation process was carried out in a positive and professional atmosphere. He has only good things to say about the excellent follow-up that took place throughout the project which ran for the planned four months.

As part of the installation, Concare IT organised workshops for selected employees who were familiar with the company's business procedures. On the subsequent courses for the employees who would be using SuperOffice on a daily basis, the Concare IT consultants explained

the system in a humorous and fast-paced way. "They were good teachers who had detailed knowledge of SuperOffice and also knew about the way sales are conducted in the media industry. They were not afraid of challenging us if we brought up practical objections along the way. They knew the world of the sales force and the challenges they face every day," says Per Thimm.

After installation, SuperOffice was rolled out at Herning Folkeblad in 2015. The system works seamlessly at the company's different locations.

Herning Folkeblad A/S is a media company providing local news coverage and debate through various media such as daily newspapers, weekly newspapers, radio and web platforms.



Benefits

Interested, committed and business-oriented consultants

Excellent project management and coordination during the installation of SuperOffice

Openness to finding solutions that make the system work in the best possible way

