

Timely and consistent communication with SuperOffice CRM

Office manager, Steve Pope: "If a member of staff leaves, it's easy for a new person to pick up where the other left off: the history and documentation is all there to be reviewed quickly and easily."

Working from home, salespeople would have all documentation faxed to them and store it in independent paper-based files, which were not necessarily the same format as those its head office in Lancashire. The process of making appointments, sending out estimates and keeping the sales force regularly informed was laborious and inefficient.

The Programming Poole Solution

The Programming Poole proposed its SuperOffice package to provide Roxtec with a simple, unified database system that would eradicate the administrative inefficiencies the company had been experiencing.

The SuperOffice package was selected by Roxtec over competitor products as the company felt it offered the simplest, most user-friendly applications, ensuring that employees would easily be able to make the switch to the new system.

An additional benefit of the SuperOffice package was that, as well as containing all the features Roxtec required at the time, it offered the possibility of future expansion. Roxtec felt it would be able to exploit a number of the additional features built-in to SuperOffice at some future point.

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departments are now using it for a wide range of applications. Salespeople log their appointments, all members of staff use the diary section, and all customer visit reports are produced using SuperOffice.

The UK/Irish distributor for the Roxtec cable and pipe penetration seal, Roxtec Limited, approached The Programming Poole for a modern, efficient solution to its internal administrative and communications processes.

With employees spread across the UK, including a regional sales force that services customers from Scotland to the South coast of England, Roxtec was finding it increasingly difficult to keep salespeople up to date with developments as the company expanded.

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Now, SuperOffice is used by every member of staff at Roxtec, and is installed on every PC. While initially it was used purely as a contact database for the sales operation, all



Roxtec Management Team

Standard CRM software

SuperOffice has all the features necessary to perform customer relationship management in sales, marketing and support. It is easy to use by everybody in a company.

Quick implementation

Implementing SuperOffice does not require extensive design, reengineering of processes or weeks of training for users.

Ease of use

The intuitive interface assists users in their work and hardly requires additional effort. Therefore the system will be more easily accepted. Information about customers will end up where it should go: in SuperOffice.

Mobile and flexible

SuperOffice offers ways to access information anywhere and anytime, whether over the internet, on a notebook, PDA or a WAP phone.

Scalable for the whole organization

CRM-information can be shared and analyzed across larger corporations and multiple departments. Departments and functional groups can create their own implementation without losing the SuperOffice look and feel.



SuperOffice®