

Robert Viëtor, Manager BVE

Power through simplicity with SuperOffice

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

The Amersfoort agency for educational development and advice wanted to place emphasis on attention to customers and establish a professional relationship management system. Focal point in the entire project was that customer histories were to become visible and contact persons would share their knowledge and learn from each other what was agreed upon with respect to customers. The concept was to become clear that customers have a relationship with the company and not only with one of its 110 consultants.

In this way employees could take advantage of shared knowledge and direct their efforts particularly toward the way in which people work together. CPS decided to go with SuperOffice because of its price-performance ratio, at which time we particularly looked at the factors of user convenience, simplicity, and compatibility with



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Microsoft. When executed the implementation of the program also proved to fit in well with the manner in which CPS wanted to work: power through simplicity. Though the introduction of SuperOffice was indeed a management decision, its users were already involved in establishing agreements concerning mutual collaboration at an early stage.



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