

Martijn van Tent Beking, team leader Order Processing

# From address system to relationship management

**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.

As a major provider of teaching methods and tests, the Cito groep works with a variety of address systems. Originally the intention was mainly to find a single system for address management, one that must be user friendly and expandable.

SuperOffice came out the winner in that search, not only with regard to these points but also because it was more interesting in terms of price than the solutions offered by others. After a speedy implementation the biggest step was taken: not only familiarising its users with the system but also demonstrating its usefulness to them.

Currently 61 employees are working with SuperOffice, some of them daily, others less frequently. Everyone considers it an enjoyable program that can be easily adapted to the requirements and wishes of the company and the users. With SuperOffice we have a central program in which everything takes place. We can register all our customer contacts, delineate interests, easily track down data and send out mailings easily. With SuperOffice we simply have everything we currently need.



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Microsoft  
CERTIFIED  
Partner



Ask for a free demonstration CD-rom.



**SuperOffice®**

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