

Stichting Huisartsen Laboratorium, Etten-Leur,  
Mrs Alja Wiers-Reinders, Quality Official

# Worry-free relationship management 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.

During its start-up phase, the 'Stichting Huisartsen Laboratorium' put a tremendous amount of time and energy into the introduction and standardisation of SuperOffice.

Familiarising its employees with a new programme and stimulating their use of it were the first steps in this process. Fortunately SuperOffice is a very flexible system, and one is able to adapt it more and more to one's own wishes. Actually all the customer data can be consulted with a single mouse click.

Within a few seconds you know the state of affairs, what has been discussed and by whom. In the future we plan to link SuperOffice to our backoffice system.

This will ensure that nothing need be entered twice, and that name/address/city information is only entered and/or modified in SuperOffice once.

Looking back we are glad that we did not rush head over heels with regard to our choice of an account management system. But it is with an easy mind that we observe that the Family Practitioners' Stichting Huisartsen Laboratorium' can now serve its relations optimally using SuperOffice.



## SuperOffice®

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