

Catelijne van der Pol: Project leader CRM implementation CZ Actief in Gezondheid

SuperOffice CRM5.web at CZ: a clear picture of 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.

While deciding upon a CRM solution, CZ chose SuperOffice CRM because it exactly fulfils the requirements and wishes that came to the fore during the preliminary evaluation of the needs of the concern.

Because three offices and the field service staff must work real time using the same data, we opted for the new web version of SuperOffice CRM 5. So everyone works online in the same system. Now 170 employees for the market of collective insurance and the intermediaries work with SuperOffice CRM. And they gave it a very high rating quite early during its introduction: an 8.

SuperOffice has been linked with the administrative system for customer data, and we are considering linking up the accounts receivable system and the system for telephone customer contact.

This does not make it an all-purpose cure but precisely the perfect answer to our requirements for the system:

relation-ship management. SuperOffice helps us obtain a better customer profile.



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SuperOffice®

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