

Pressmaster

Press Master is a company that manufactures hand tools for cable management. The market is global, just as the sales organization.

Customer needs

"When we would choose the new CRM system it was not only important to manage our prospects, customers, contacts and activities in a simple manner," says Mikael Thorildsson at Press Master. "Like so many other manufacturing companies, we spend a lot of time to produce quotes for customers with more or less complex needs. We use, in addition to the actual quotation, a special technical document, Product Requirement Specification (PRS), which describes in detail these requests. Both the quotation and the PRS must be dealt with by legal status and audit, especially when we have a globally dispersed sales organization," continues Michael.

Solution

Manufacturing companies often add a lot of time on the quotations. Several different roles work together to produce quotes and estimates for complex products and solutions. It also means that costs to produce a quotation soar.

"The objective of the investment was to reduce costs by streamlining the entire sales process, including ensuring the management of quotations and the PRS, which we also looks to bring more business in the long term. To succeed in our intentions, it was of course a prerequisite that users would find that the new tool was easy to use", says Mikael.

"After we evaluated different CRM system based on Lotus Notes Domino and also web-based applications the choice was Microsoft Dynamics CRM for its simplicity, transparency and ease of use when everything is based on Microsoft Outlook and its intuitive user interfaces. The choice was also easier because we could select CRM Competence as partner with their knowledge and commitment about the product", concludes Mikael Thorildsson at Press Master.

Business benefits

- *Fewer manual processes and shrunk sales force gives lower sales costs*
- *More time on the field, a more transparent dialogue with the customer providing the quotation and price on seconds, news can be tested interactively and management is to better margin, to give it more sales*
- *Faster response to technical issues, the right spare parts directly and customer unique documentation leads to better customer service.*
- *Precise specifications entail minimal extra work and altitude delivery quality.*
- *Several stages are unnecessary from the first sales contact to delivery and order lead time will be shorter.*

This also means fewer loads on the Technical Support, customer service, order and quotation department. Product Training is easier and cheaper and new launches will take place quickly. Correct information about products, prices and other is always available.

Ask us about our return on investment calculation in Excel, to refer in detail to determine how significant cost savings and revenue increases that are applicable in your case.

At CRM Competence we understand your industry and your environment. You never need to explain what is special in your business - we already know. With "Best Practice" for your industry as a basis, we do the final small adjustments as needed to suit your business, and you're running. To give you business benefits provides a competitive advantage before your competitors in your industry.

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