

Ted Bull, Operations Manager, ASSA ABLOY Hospitality:

SuperOffice at the heart of rapid growth for ASSA ABLOY Hospitality

We have given our sales team the ability to access all customer information, even when on the road.

Our internal processes required a solution capable of managing sales opportunities, marketing activities and post sales customer care. SuperOffice CRM 5 allowed us to tailor functions and tasks for these individual teams, which promoted both early adoption and acceptance in each department.

The resulting knowledge base is a huge step forward to helping us understand each customer history, assessing their future needs and responding effectively. We are simply better equipped to deliver a professional service.

Managing our customers and prospects could not be easier now that we have SuperOffice CRM 5

The biggest benefit from using SuperOffice is that now our sales force find all information regarding their customers and opportunities in one place, even when on the road.

Return on investment was of course an important factor. We can confidently say that the speed of deployment and equally fast rate of user adoption delivered a measurable increase in productivity. As a result, ASSA ABLOY Hospitality has now deployed SuperOffice across their entire UK operation.

ASSA ABLOY Hospitality Ltd is part of the ASSA ABLOY Group, the world's largest manufacturer and supplier of locking solutions, dedicated to satisfying end-user needs for security, safety and convenience.



Standard CRM software

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 organization

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



SuperOffice®