

Cogsys:

# Monitoring sales and marketing activities with SuperOffice CRM

**Sales and Marketing Manager, Bryan Trafford: "SuperOffice offers a good balance between a simple structure that we can all easily get to grips with and scalability."**

Serving customers such as AMEC, BP, Rolls Royce Power Engineering and National Grid Transco, provider of performance and emissions monitoring software for the industrial gas turbine industry, Cogsys, wanted to find a more

effective way of managing- and monitoring- its sales and marketing activities.

The company, whose "alert" software is used to monitor rotating machinery used for oil and gas exploration, power generation and gas pipelines, had around 2,500 prospective customers that it wanted to be able to split into manageable groups so that each sector could be appropriately targeted. A key requirement was the implementation of a contact database which would permit the sales and marketing team to manage these prospects, as well as existing customers, more effectively.

## The Programming Poole Solution

The SuperOffice software, which is supported by The Programming Poole, provides a single system that simplifies sales and marketing processes and allows Cogsys to manage communications with existing and prospective customers more effectively.

SuperOffice is used for a number of functions, including:

**Sales and Marketing Manager, Bryan Trafford: "I've used a number of sales and marketing database packages, and SuperOffice offers all the features I would look for."**

- Generating all key documents in the sales process from quotations through to order acknowledgements further on in the sales cycle.
- Producing mailing lists of prospects and customers.
- Producing reports to evaluate the success of marketing campaigns.



### 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®**