

Allan Russell (Cybercity):

SuperOffice offers business customers optimal service

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The main reason behind us choosing SuperOffice was that they really took the time to understand the way we do business and our needs for a CRM system.

Through the past years, we have built a business department with 10-15 employees: Account Managers, telemarketing, direct sales and sales coordinators. They were using different types of tools to keep track of each customer's history. However, 3 or 4 months ago, we realised our need for a CRM system to handle our customer relations.

The main strengths of SuperOffice are the data structure and the userfriendliness, which are great. When installing the application, we chose two key persons to receive education from a SuperOffice consultant in two days. Now they in turn educate our users internally.

From a users point of view, SuperOffice caters for all our needs regarding giving our customers professional service, and we will immediately begin to use the functions integrated in SuperOffice to run sales campaigns. These functions enable us to target the right market segments with the right products. Furthermore, it makes the whole process of selling much more concrete and it will run more smoothly.

We aren't quite done installing SuperOffice for all our employees, so we can't quite see the financial gains yet. Personally, I believe it will have paid us back within a year,

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Allan Russell is the Director of the Business Market division at Cybercity, which is one of Denmark's largest providers of Internet access.

Cybercity offers a wide range of Internet-related products – like fast ADSL-connections, e-mail, web hosting and safety products.



Allan Russell. Director of Business Market division. Cybercity

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®