

Case Study

Huco leverages ProspectSoft CRM's sales and after-sales capabilities for worldwide sales activities



Huco is a well-established Hertfordshire manufacturer of innovative miniature power transmission components. The company's in-house designed and manufactured products include flexible couplers, transmission components, brakes and clutches, which are supplied to UK customers and worldwide distributors.

Steady growth over recent years included acquisition of a competitor in 1997 and establishment of a distribution facility in the USA. Until summer 2003, the company used Goldmine to manage sales activities. However, with over 3,500 customers worldwide and around 2,000 orders every month, Goldmine was no longer able to ensure a smooth and reliable sales and, particularly, after-sales process.

Key Objectives

The Sales Director needed a powerful Customer Relationship Manager that would fulfil specific corporate goals and was impressed by ProspectSoft CRM for two main reasons:

- The system keeps field staff fully up-to-date with all customers contacts, including phone calls and documents
- ProspectSoft CRM provides extensive out-of-the-box integration with the company's accounting and other back-office systems, like MS Office

In October 2003, Huco implemented ProspectSoft CRM for the Customer Service Operation Centre, which handles all customer enquiries. Two field sales representatives, equipped with laptop computers also use the system.

Results

Orders taken by telesales, service or field sales are logged centrally, while enquiries from overseas distributors come in via e-mail, all of which are handled by the system. By the end of 2003 the company's customer database held around 15,000 contacts, comfortably within the scope of ProspectSoft CRM.

Following a very satisfactory implementation, the company has ordered yet another ProspectSoft CRM module, Telephony Integration. This optimises customer communications even further by automating and managing all inbound and outbound phone calls.

Key facts

- Industry: Engineering
- No of staff: 55
- Accounting System: Pegasus Opera
- Previous CRM system: Goldmine

Priorities for CRM System

- Support for field sales
- Mobile access to documents
- Tight integration with Pegasus Opera
- Logging and tracking all UK and international sales opportunities

CRM System Details

- No of Sites: 1
- No of Network Users: 10
- No of Mobile users: 2
- No of Modules: 6
- Installation began in October 2003

Key Features

- **Configurable** for many sizes and types of organisation with multiple functional modules
- **Fully scalable** from entry-level to enterprise-wide solution
- Sales force, marketing and field service **automation**, all with management escalation
- **Dynamic integration** with **Microsoft Office** giving full document management
- **B2B and/or B2C customer relationship management** within one system
- **Dynamic analysis** and **detailed management reporting** on customers and suppliers, sales, service or products

