



## Huco, a Hertfordshire supplier of plastic and metal couplers, leverages ProspectSoft CRM's capabilities for worldwide sales activities

Reference: 24120



Huco, a well established Hertfordshire supplier of innovative miniature power transmission components provides its UK customers and worldwide distributors with in-house designed and manufactured products such as flexible couplers, transmission components, clutches and brakes. Steady growth over recent years lead to the acquisition of a rival company in 1997 and the 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 facts

- Industry: Engineering
- No of staff: 55
- Accounting System: Pegasus Opera
- Annual Turnover: £4m
- Previous System: Goldmine

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

### 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

- The system keeps field staff fully up-to-date with all customer 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. To meet their specific needs the company chose the following modules: B2B Contact Manager, Document Manager, Sales Lead Tracker, Sales Ledger Integration, Sales History and Screen Customiser.

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 powerful ProspectSoft CRM module, Telephony Integration. This further optimises customer communications by automating and managing all inbound and outbound phone calls.

### CRM System Details

- No of Sites: 1
- No of Network Users: 10
- No of Mobile Users: 2
- No of Modules: 6
- Installation: 10/03