



## ProspectSoft CRM delivers major telesales improvements for Westbourne Hygiene, a Kent supplier of cleaning products

Reference: 2918

Westbourne Hygiene, a Kent supplier of cleaning products has been using ProspectSoft CRM in its telesales operation since November 2001. The system is configured with Business-to-Business Contact Manager, Document Manager, Sales Lead Tracker and Product and Pricing modules and is integrated with an in-house Exchequer Enterprise accounting system. Products range from cleaning agents and washing up liquid to furniture polish and toilet paper, with around 3,000 items in the stock file.

### Key facts

- Industry: Supplier of cleaning materials
- No of staff: 30
- Accounts System: Exchequer Enterprise
- No previous CRM System

### Priorities for CRM System

- Faster logging of enquiries
- Producing and tracking quotes
- Logging and tracking customer enquiries
- Faster response to customer problems

According to the Telesales Supervisor, the biggest benefit of ProspectSoft CRM is the time it saves. Instant access to customer records means that queries can be dealt with immediately and follow-ups logged for future action. Through the system's close integration with Exchequer Enterprise, quotations can be produced while the customer is on the phone, using product and pricing information from

Exchequer, which ensures complete accuracy by eliminating re-keying data. If required, written quotations are printed automatically, or sent by fax or e-mail.

Potential customers' contact details can be entered rapidly into ProspectSoft CRM and transferred directly into Exchequer when orders are placed.

The main benefits from implementing the ProspectSoft CRM system have been:

- **More time to consult and advise new customers about products**
- **More time to inform existing customers about new products or improvements to existing ranges**
- **Higher sales because of greater accuracy and faster order throughput**

Following this success, Westbourne Hygiene is adding more ProspectSoft CRM modules, to automate order entry and enable pro-active sales calling, based on customers' historic buying patterns.

A further step will deploy ProspectSoft CRM's mobile functionality and equip field sales people with laptops and PDAs, to enable them to review customer information, check deliveries, produce quotations and enter orders, while on the road.

### CRM System Details

- No of Sites: 1
- No of Network Users: 3
- No of Modules: 4
- Installed: 11/01