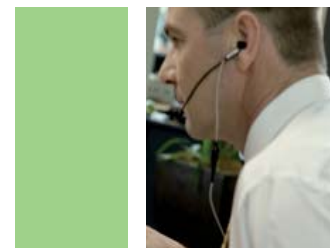


# Samsung Communications Centre

Samsung Communications employs Sage SalesLogix to create targeted marketing campaigns and improve sales by 30 per cent.



COMMUNICATIONS  
CENTRE

Melbourne-based Samsung Communications Centre (SCC) is undeniably on a roll. What started out as a three-staff family operation in 1998 has enjoyed 30 percent year-on-year growth over the last couple of years, and SCC's commitment to service excellence was rewarded with Samsung's Australian Dealer of the Year award in 2005 and 2006. Today, SCC's 35 staff not only sell and install Samsung solutions nationwide but support a network of accredited service agents and operate a National Fault Centre.

While delighted with this success, the growth has imposed new challenges on the company.

As part of its strategic growth plan, the company had radically changed its sales model. Defying the industry trend of a call-centre driven sales force, SCC decided to differentiate itself by 'hitting the road', hiring another 13 staff in eight months to make personal visits to both customers and prospects. Mathew Jameson, SCC's General Manager, said, 'It is an extremely time consuming strategy, but in this age of the

telemarketing-weary customer, it's proving a very effective approach for us.'

As a result of this strategy, the company now has some 12,000 contacts on its sales and marketing database, of which 3,500 are active at any time.

However, at that time, SCC was relying on the Goldmine customer relationship

**Because we can now share customer data, we have greater control of client contact...**

management (CRM) solution to manage this database, but found that the system's limitations were starting to impact on contact management and company performance.

In particular, the system could not support the remote sales model, binding sales people to the desk more than desired. It also could not be easily customised to support new,

more sophisticated marketing initiatives. It would only permit one, one-page account – or file - per contact. This limited the ability of SCC to manipulate its database according to different criteria in order to support more targeted sales or marketing drives.

Mr Jameson said, 'We wanted to reduce mass mailouts in favour of targeted campaigns. For example, we had identified that IT managers were becoming increasingly responsible for phone system purchases, so we wanted to be able to send personalised invitations to them to local forums, or pitch new solutions that were relevant to their specific environments, and so on. With our old system this was very difficult to do. We realised we had outgrown it.'

Another critical flaw in the old system was that it could not efficiently ensure that SCC's increasingly sophisticated use of email marketing tactics were compliant with the anti-spam laws, honouring contact opt-in/out preferences. This posed a serious legal as well as quality-of-service challenge.

Furthermore, the database structure hampered collaborative activity by the sales and marketing staff. This not only undermined the coordination of sales and marketing activities, but also the provision of a seamless experience for the customer.

This was especially noticeable in the quoting process.

'Because we customise systems to suit each customer's specific requirements, the typical pre-sales cycle can involve five to six quotes as the customer goes through the process of refining its needs,' said Mr Jameson. 'It is crucial to customer satisfaction that we keep track of all those quotes, so that whenever a customer calls, we can refer to past conversations and estimates regardless of who liaises with the customer.'

SCC turned to systems integrator, Customer Systems International, to help it find a more advanced CRM solution that could support its sales and marketing requirements into the future.

After an in-depth review of a number of systems, the company selected SalesLogix from Sage. 'It simply offered us more

flexibility and scalability than other systems,' said Mr Jameson.

With SalesLogix, the sales personnel are no longer desk bound. Now each has the Sage system on their laptop, running on a remote client. They can retrieve and add data while out in the field, which has enabled the sales force to double its contact rate.

The sales laptops automatically update the centralised CRM system when back in the office, enabling all staff to share the latest information, from quotations and conversations to queries and service status.

All outbound phone calls automatically logged because staff dial by clicking on numbers embedded in contact files within SalesLogix, and these connect via Customer System International's Computer Telephony Integration (CTI) application, EzDial. This ensures consistency and increases accountability. SalesLogix also prompts relevant personnel about any agreed action with a contact before a deadline, ensuring that customer expectations are fulfilled.

Mr Jameson added, 'Because we can now share customer data, we have greater control of client contact, which means we minimise cold-call irritations and enhance the customer experience while we improve sales efficiency.'

Marketing activities have also received a boost. Within SalesLogix, each of SCC's 12,000 contacts are treated as separate accounts, with all contact history recorded against the contact regardless of origin, and categorised according to criteria useful specifically to SCC. This allows greater targeting of marketing campaigns.

Mr Jameson said, 'It's great: now we can slice and dice our database according to more criteria, making communication and promotions more relevant. We can also reliably track and respect which method of contact a customer prefers, which greatly enhances the customer experience. This has directly resulted in a higher response rate, which is now translating into a thirty percent year-on escalation of sales.'

More fundamentally, the flexibility and

granularity of SalesLogix have delivered a strategic benefit to SCC. Mr Jameson said, 'By providing greater visibility into leads and opportunities, we now have a far more accurate understanding of our pipeline, which means we're far better informed when designing future growth strategies. That's a really valuable return on our investment.'

#### About Sage Group

The Sage Group plc, an established FTSE 100 company, is a leading supplier of accounting and business management software solutions and services to 5.2 million small and

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medium sized clients worldwide. With over 13 000 employees, the Sage Group comprises market-leading businesses throughout Europe, United Kingdom, North America, South Africa and Australia.

Its products and services are sold through a global network of 23 000 reseller partners, 40 000 accountants as well as directly to clients from Sage companies throughout the world.

#### About Customer Systems International

Customer Systems International is a CRM and business consultancy group that enables companies to run more efficiently and achieve superior results.

Their solutions maximise productivity and increase profitability by focusing on the one thing that matters most in business - the customer.

With more than 25 years of combined experience inside leading CRM companies and, a multitude of local and international projects, their people are skilled in recommending, implementing and supporting the best solutions to meet your needs.

Their consultants work with clients as partners to understand and meet the challenges their company faces everyday.

With multiple offices around the globe, Customer Systems is an international organisation dedicated to a diverse work environment that encourages personal growth and forward thinking in its employees.

The value of this philosophy to their clients direct access to:

- A highly skilled technical team delivering best of breed solutions tailored to match your individual needs.
- Business consultants managing the organisational change issues that new systems can create.
- Innovative sales coaching using proven methodologies and processes providing you with measurable results.

