



Ecoratio to improve productivity and save over 250 hours per year with Maximizer CRM

Ecoratio is an international company that sells innovative chemical products used by the building industry. With offices spread across five countries in Europe, Ecoratio needed an effective CRM solution that would connect all of its offices on the continent. Ecoratio decided to implement Maximizer Enterprise CRM to enhance the sharing of information company-wide and to enable an improved and simplified analysis of customer data.

Company Information

Industry
Building

Location
Netherlands
Sweden
Germany
Austria

United Kingdom

No of users
10

Maximizer Product
Maximizer Enterprise 9

Keeping it Together

As a successful provider of industrial chemical products, Ecoratio has several presences in Europe including an operational base in the Netherlands and facilities in Germany, Austria, the UK and Sweden. This includes representatives working out of home offices across the continent. The challenge for Ecoratio was therefore to keep all of these operational presences connected in terms of customer data and ensure it can maximise past data to improve future business.

Before implementing Maximizer, Ecoratio had no dedicated CRM system. Instead the company relied on email to distribute information with no centrally located data store.

It became obvious that a growing business like Ecoratio with its large presence all over Europe needed a better solution in the form of a reliable CRM application to easily synchronise all its data, according to Marco Karman, Managing Director of Ecoratio.

A Cohesive Solution

Requiring a relatively small initial install base but with the need for a comprehensive CRM solution that would allow for the synchronisation of offices across Europe, Ecoratio was immediately drawn to Maximizer. Maximizer Enterprise met all of the company's requirements in terms of connectivity with easily-configurable modules, while being scalable to suit possible future growth.

"No other solutions were seriously considered," says Marco Karman, managing director for Ecoratio. "One of our employees had previous experience with Maximizer Enterprise as a standalone product and affirmed our belief that Maximizer CRM would be the best fit for our needs."

Basing the solution on Maximizer Enterprise 9, Systony; Maximizer certified Business Partner in the Netherlands, adapted the product to Ecoratio's specific requirements. Systony's Managing Director Martijn Rijnders had no doubt that this would be the perfect solution for Ecoratio as Maximizer Enterprise is simple to customise and quick to deploy, thanks to powerful modules provided by Maximizer and with a phased project strategy that effectively plans for implementation, identifying business goals and planning integration before beginning implementation, "we managed to effectively and productively implement an up and running CRM solution that fits Ecoratio's needs like a glove," adds Rijnders.

Ecoratio required the system to be linked up throughout its operations in Europe allowing for data synchronisation with presences in different countries. Thanks to the

Challenge

Keeping customer data synchronised across multiple international sites in Europe with improved and simplified analyses of customers information.

Solution

Using Maximizer Enterprise 9 for ten users, Ecoratio's international operations are connected for data capture and synchronisation.

Results

Ecoratio saves 250 hours per year as a minimum and has gained improved transparency and availability of information.

"Having implemented Maximizer CRM, our company saves at least 250 hours per year."

- Marco Karman,
Managing Director,
Ecoratio

Key Benefits

- Improved Transparency
- At least 250 hours saved per year.
- Improved availability of information.
- Data synchronisation between international offices.

“Maximizer has also brought improved transparency to our company and reinforced the availability of information, which is now more readily available.”

*- Marco Karman,
Managing Director,
Ecoratio*

MaxExchange module in Maximizer, setting up synchronisation schemas between offices was a quick and easy process.

Now with Maximizer CRM, when customers interact with Ecoratio their data is quickly and easily captured into a relationship management system which is kept synchronised between multiple sites throughout Europe. This data can then effectively and very simply be accessed for daily use, tracking, reporting and for different analyses.

“It’s amazing how a useful and efficient CRM solution can contribute to your business’ overall results,” says Karman. “And how effectively it can improve the business’ performance.”

“The Maximizer solution has helped Ecoratio to become more productive, save time with our working processes and enables the company to have more control over our data, with the ability to monitor and easily follow up with information flow.” stated Karman.

Time and Transparency

Karman says that Maximizer Enterprise has saved the company many hours per year. “By using Maximizer CRM, users can now save around a minimum of 30 minutes a week,” he says. “Having implemented Maximizer, our company saves at least 250 hours per year.”

“Maximizer CRM has also brought improved transparency to the company,” he continues, “and reinforced the readiness and availability of information.”

As the first CRM solution ever to be implemented by Ecoratio, Maximizer has provided the company with a customer-centric environment that is comprehensive, scalable and ready to grow with the business.

About Maximizer Software

Maximizer Software is the world’s leading provider of affordable and easy-to-use customer relationship management (CRM) software applications. The Maximizer line of products help companies develop more responsive, personalised and profitable customer experiences. Built on a modern, Web-based architecture, Maximizer is easily integrated with existing corporate systems and features the latest in sales force automation, marketing automation, e-mail marketing and customer service technologies in a single mobile-accessible business management system. Maximizer Software has sold more than one million licences of its award-winning software solutions to companies ranging in size from entrepreneurs to multinational organisations. Customers include: Siemens, Société Générale, HSBC, TD Securities, Lockheed Martin, Brian Tracy International, Fisher & Paykel Healthcare, Oxford University Press, and Cathay Pacific.

Maximizer Software is a global business with an ecosystem of more than 8000 corporate customers, 400 business partners and offices in the Americas, Europe/Middle East/Africa and Asia Pacific. For more Information, please visit www.max.co.uk

For More Information

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