



Active Voice Gets Proactive and Powers Communication with Effective CRM from Maximizer

Active Voice EMEA is a subsidiary of NEC Unified Solutions and a global provider of unified messaging, computer telephony, and voice messaging solutions. By choosing a CRM solution from Maximizer, the company has grown its business and enabled a pro-active approach to relationship management with bolstered communications between its departments.

Company Information

Industry
Communications

Location
Netherlands

No of users
14

Maximizer Product
Maximizer Enterprise 9

Growth Opportunity

Active Voice EMEA is a Seattle-based company with offices in the Netherlands, United States and Australia. With over 200,000 Active Voice systems installed in more than sixty countries, Active Voice is powering the communications infrastructure of businesses worldwide.

Active Voice's products are sold and supported through a network of independent telecommunications manufacturers, dealers, computer resellers, and strategic partners.

Although working closely with such a vast network all over the world, Active Voice did not have a dedicated sales automation solution and effective customer service tools in place and was reliant on a in-house solution based on Lotus Notes. Sales consultants did not have the correct tools in place to pro-actively follow up on leads. The custom developed customer service software in use by the company was not sufficient and Active Voice began to explore the possibility of a dedicated CRM solution that could be customised to its needs.

Suitable CRM

Active Voice BV's Walter van Schaik says that Maximizer's CRM offering made the most sense. "We had been looking at Microsoft Dynamics CRM as well," he explains. "But the decision to go with Maximizer was made on the positive feeling we had for the company to be able to deliver the results we were looking for and the competitive price and value compared to Microsoft's application."

Van Schaik also adds that Maximizer could also be customised to meet all of Active Voice's needs, another important component of the decision made. Martijn Rijnders of Systony, the implementation partner for Maximizer in the Netherlands, reinforce that and stated that Active Voice would require specialised portals from the solution, for customers and partners, amongst others. Workflow automation was used for that purpose and was provided via the KnowledgeSync module that is included with Maximizer Enterprise. "Systony implemented and customised the powerful e-CRM module for Maximizer Enterprise, as part of the whole process to guarantee every single requirement and need of Active Voice will be fulfilled.

"Active Voice chose the Maximizer Enterprise CRM suite, based on a Microsoft SQL server back-end," says van Schaik. "The e-CRM suite is used to provide our roaming sales and service staff with web access to customised portals. This enables our end-users to ac-

Challenge

Implementing a proactive CRM solution that would save time while enabling the effective exchange of information between departments.

Solution

A fully customised Maximizer CRM Solution using the KnowledgeBase and e-CRM modules for Enterprise, based on a Microsoft SQL database.

Results

Active Voice has enabled proactive CRM within its business, saved time and allowed for a more effective exchange of information between departments to improve collaboration and effective communication. Active Voice now able to sell more in less time.

"It has improved collaboration between the different departments, specifically sales and support, and has helped us to grow our business because of the more proactive approach Maximizer can deliver to our sales people."

- Walter van Schaik,
Active Voice BV

Key Benefits

- Improved sales methodology and results; gained huge time savings, enabling more sales in less time
- High value CRM solution, fully customisable to the company specific needs and requirements
- Effective communications between departments, helping with improving working processes between the sales and the customer-service teams
- Increased overall productivity and improved collaboration with the remote salesforce

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“Maximizer is saving us a lot of time too and it lets us sell more in less time. I totally believe that the smart investment we did in Maximizer CRM solution will deliver full ROI within the first six months.”

*- Walter van Schaik,
Active Voice BV*

cess a powerful knowledgebase, even while out on the road.”

“The initial phase of the CRM project was to implement Maximizer for the sales department. This was the first and also the most challenging step,” explains van Schaik. “The sales department wasn’t used to benefit from sales automation tools previously and we first had to work on internal ‘re-education’ of the team’s working habits first. In the beginning it was hard to get the users to start using Maximizer, mainly because it was new and the system didn’t contain valuable data yet.” It was quite obvious however, that it was largely due to the lack of an effective CRM solution before.

The implementation of Maximizer for the customer service department was much easier, continue van Schaik, mainly because they were already used to using automation tools for their daily work and secondly because they could access data already inputted by the sales department and immediately derive value from it”.

“Active Voice also makes use of integration from our financial software into Maximizer,” he adds. “So our sales people can view customer turnover, open invoice information and other valuable data. This integration is made possible with a software tool called ‘NTI’ developed by Systony- Maximizer certified Business Partner. This tool

allows for the integration of any open database system into Maximizer CRM.” The implementation was completed in a couple of weeks and van Schaik says that this was a great testament that Maximizer CRM can be rapidly deployed, as Active Voice were hoping; another benefit and reason for choosing Maximizer CRM over other competitors’ solutions.”.

Clear Value

Active Voice started deriving value from its new Maximizer CRM solution very early on. Van Schaik says that the solution is saving time and allowing for proactive and effective customer relationship management process to take place within the organisation.

“It has improved collaboration between the different departments, specifically sales and support and has helped us to grow our business because of the more proactive approach Maximizer can deliver to our sales people,” he explains.

“Maximizer is saving us a lot of time too,” he continues. “And it lets us sell more in less time. I totally believe that the smart investment we did in Maximizer CRM solution will deliver full ROI within the first six months.”

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
Contact us to learn how we
can help you accelerate your
CRM success.

UK and Mainland Europe
Apex House
London Road, Bracknell
Berkshire, RG12 2XH
United Kingdom
Tel: + 44 (0)1344 766900
Fax: + 44 (0)1344 766901
Web: www.max.co.uk

South Africa
PO Box 785553
Sandton
2146
South Africa
Tel: +27 (0)11 881 5520
Fax: +27 (0)11 881 5525
Web: www.maximizer.co.za

Australia
Level 10, 815 Pacific Highway
Chatswood
New South Wales, 2067
Australia
Tel: + 61 (0)2 9957 2011
Fax: + 61 (0)2 9957 2711
Web: www.maximizer.com.au

Americas
1090 West Pender Street
10th Floor
Vancouver, BC, V6E 2N7
Canada
Tel: +1 604 601 8000
Fax: +1 604 601 8001
Web: www.maximizer.com

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