

Case Study | Divisione Informatica SRL

For more information, call us or contact an authorised Maximizer Business Partner.

Maximizer Software Worldwide Locations:

UK and Mainland Europe
Bridge House, Bridge Avenue
Maldenhead
Berkshire, SL6 1RR
United Kingdom
Tel: + 44 (0)1628 587777
Fax: + 44 (0)1628 587778
Web: www.max.co.uk

Middle East
PO Box 500252
Dubai Internet City
Dubai
United Arab Emirates
Tel: +971 4 390 0388
Fax: +971 4 390 8843
Web: www.maximizer.ae

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

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

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



Divisione Informatica SRL

Rome-based Vodafone agent Divisione Informatica SRL wanted an all-round CRM system that would help it manage all aspects of the prospect/customer process. The system needed to help it promote Vodafone products, including voice, data and mobile solutions.



Perfect fit

The company did have a Microsoft CRM system in place but after testing it decided not to use it. *"We felt that not all of the functionality was linked sufficiently,"* explains CEO Andrea Orestini. The group then looked at two rival systems - Maximizer and SalesLogix, and while having studied both products carefully the company decided that Maximizer was the right choice due, in part, to its versatility. *"We liked the way that Maximizer could be set up in different ways to meet our business needs. It was generally a much better-looking product."*

The right choice

Andrea says he is grateful to Eagleproject for making the decision-making process as uncomplicated as possible. *"Eagleproject were very helpful in showing us the products in detail so that we could make an informed selection. We are very happy with this because we are sure we have gone with the right product thanks to their help."*

Smooth transition

Once the choice was made, implementation was a straightforward affair. The company set up the system itself, including the entire customisation process, and says that its users have taken to Maximizer very well. *"It's easy to explain how it works and easy to use - everyone has been very happy with it,"* says Andrea. *"Implementation is a cultural issue in business. People need to be educated about the benefits of CRM rather than just picking through the features."*

Multi-functional

So, how is the organisation utilising the system? *"We use it for everything,"* says Andrea. *"Telemarketing, lead qualification, opportunity management, prospect and customer history, tracking of opportunities. The telemarketing staff use the system and then when they have a live prospect it is passed to the sales representatives - a lot of those leads have been turned into customers. We also use it to cross-sell products. Each opportunity is tracked through Maximizer. We are also using the marketing and customer service modules."*

Remote control

And the result? *"It has increased our business, customer service - everything,"* continues Andrea. *"Maximizer is present in all our activities, enabling us to see what is happening in the business. I can even check what is going on by accessing Maximizer from my mobile phone."*

Final verdict

"People need to understand that a 360-degree use can really make a big difference to your business," concludes Andrea. *"Maximizer has met (all) our business needs".*

For More information Contact

Maximizer Software Ltd
Bridge House
Bridge Avenue
Maidenhead
Berkshire
SL6 1RR
United Kingdom
Phone: +44 (0)1628 587777
Fax: +44 (0)1628 587778
Email: info@max.co.uk
Web: www.max.co.uk

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