

Office Supplies Company Aims for 6-month ROI on CRM

Submitted by: Media Link (Berkshire)

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- Adds flexible CRM solution to backoffice system

Birmingham, England – 27 August 2003 - Independent office supplies specialist, OWA Group Limited, has struck a deal to integrate Achiever Software's flexible CRM (Customer Relationship Management) software with its existing ecommerce and backoffice systems. In a deal that should see OWA recoup its software investment in around six months, Achiever will provide the office supplier with a CRM front-end to its Exchequer accounting and business software, including full telephony and workflow across OWA's three sites in the UK and Ireland.

OWA's 18 sales and customer support staff will use Achiever Enterprise for day-to-day customer contact. Inbound calls are automatically routed to the appropriate person within the organisation, whether in OWA's Lowestoft HQ, the design office or the company's office in Ireland. Customer details are displayed automatically and can be passed, with calls, to other personnel. Drill-down into customer accounts will be fully implemented, and the built-in workflow module will allow for queries and exceptions to be managed efficiently.

According to Bob Taylor, Managing Director of OWA, Achiever's flexible approach will provide maximum payback for the office supplier. "Achiever offered us a flexible, integrated solution that is more than just CRM," said Taylor. "The company's professional approach and product vision has given us the confidence to make this significant investment in the knowledge that through increased efficiency and sales we can recoup the investment in around six months."

"We have handled our customer relations in a very ad-hoc way until now, with a mix of email and Post-It notes," admitted Taylor. "We are looking forward to vastly increased efficiency and the ability to make the most of our existing customers to increase sales. Once implementation has been rolled out to all the offices we anticipate experimenting with some of the more advanced features of Achiever to further enhance the business."

"One added bonus will be applying the same techniques to our suppliers to improve those relationships," concluded Taylor.

OWA Group Limited is one of the UK's leading independent office suppliers. The company has the most advanced and easy-to-use e-procurement site within the office products industry with business in excess of 55% stemming from it. OWA is also able to provide solutions to website design, implementation, management and hosting for its partners.

www.owa.co.uk

Founded in Birmingham, UK, in 1992, Achiever Software is the developer of Achiever Enterprise, a comprehensive CRM and eBusiness solution that is supported through custom development; dedicated project management; technical support and helpdesk; on or offsite training; full product documentation; implementation services; consultancy; integration with ERP and Accounting systems; post implementation account management; bespoke report writing and data importing.

The company's Achiever Foundation product is sold exclusively through a group of UK resellers who provide integration and training services.

www.achiever.co.uk

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Image of an OWA van and office available from Peter Linton or at <http://www.medialink.co.uk/owa%20van.jpg>
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