

MASER GROUP CALLS ON LEGRAND CRM

Legrand CRM provides simple, easy-to-install software for communications provider

SYDNEY, Aug 2006 – Maser Australia, a leading distributor of specialised communications solutions, has selected customer relationship management (CRM) provider Legrand Software to deploy a CRM solution to its 17 sales staff. Deployed by Legrand partner ZIENNA Logic, the system is designed to improve the company's customer relationships, expand its customer base and effectively manage its sales team.

Established in 1983, the Maser Group has offices in Australia, New Zealand, the UK and France. Maser provides telecommunications solutions to the broadcast, telecommunications, defence and manufacturing markets, with products including broadcast transmission systems, telecommunications test and measurement systems, and wireless infrastructure equipment. Its customers include Telstra, Optus, Vodafone, Telecom NZ, BBC TV and radio, Alcatel and Cisco.

Previously, Maser had been using ACT! by Sage, a contact management system, to keep track of its customer activities. The ACT! software was installed on each employee's computer. However, once any updates were made by one user, they were not replicated on other computers across the company. Maser realised that it needed to upgrade its current CRM software, and organised for five CRM providers, including Microsoft and GoldMine, to demonstrate their offerings.

"While the CRM offerings from Microsoft and GoldMine were fine, they were more suitable for large companies which could afford the large enterprise price tag," said Brad Woods, General Manager at Maser Australia.

"Legrand CRM impressed us by providing an additional customer service and item tracking feature, which enables us to track client equipment issues, such as defected items and technical support. This enables us to provide efficient customer service, manage returned items and renew support contracts, a duty which we would otherwise forget. Legrand showed us that they were receptive to our business requirements and offered a complete CRM solution at an affordable price," Mr Woods said.

Maser also uses the Legrand CRM to target specific industries for email and mail direct marketing campaigns.

"Another benefit of the Legrand software is that we are able to allocate key words to all of our contacts. So if we

want to send information to a particular industry, it's as easy as typing the key word into the software to bring up all the contacts listed," he said.

Maser selected Legrand's CORP edition, which enables staff to easily record customer phone calls and meetings and identify sales opportunities. Key features of the Legrand CRM CORP edition include account and contact management capabilities, tracking of marketing campaigns and events, enhanced sales forecasting and scalability for up to 50 users.

"We have found the Legrand CRM software to be a compelling business tool that has enabled us to gain complete transparency across the company," Mr Woods said. "The Legrand software is a solution that every growing SME should consider."

About ZIENNA Logic

ZIENNA Logic is a Sydney CBD-based business is a business solutions specialist providing information sharing solutions to mid-enterprise businesses. Visit <http://www.zienna.com.au>

