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Case Study: Intelligence Pays Off

By: Damien Lynch

Australian privately owned internet service provider Netspace says using the Legrand software has increased its sales by 20 per cent.

"If you look at our capacity to best determine work flows, work capabilities, marketing strategies and demographics, we could attribute 20 per cent of our increase in sales purely to the software," said national sales manager John Millar. " we now have some intelligence on every customer contact, much of which we never had before."

Mr. Millar said the only criticism he might have was that the software was not as well designed for call centres as for sales force. "For us, the reporting tools gave very basic information, but we needed very detailed information. So we had to get help from the intermediary (Kiss IT) between Legrand and us."

Netspace uses Legrand software for its sales team, which consists of an inbound call center and an outbound sales representative force. In the call centre, the software lets Netspace track inbound calls with information such as the type and source of call, questions asked and topics discussed. The company can also determine a salesperson's effectiveness.

Netspace selected Legrand based upon specialised Legrand consulting services that were provided by Kiss IT during the platform selection process. Kiss IT also provided integration of Legrand within the Netspace existing standard systems which entailed the development of application integration tools to ensure seamless integration between all associated systems. Kiss IT provides ongoing advice, consultancy and support to Netspace as they require these services.

