



## SuperOffice CASE STORY: Bring Express

# Bring sorted out its sales logistics

**“Without the CRM strategy we could never have been as effective as we are today.”**

-Stein Eidsvåg, Chief Commercial Officer, Bring Express

### The Challenge

Bring Express is the Nordic countries' leading courier and express logistics company. Bring Express offers customers delivery throughout the Nordic countries same day, same night or the following day. Bring Express has over 1,400 affiliated drivers and performs about 25,000 deliveries a day.

Bring Express was in an expansive phase. Sales were going well, but were largely unstructured and undocumented. To increase sales effectiveness, the processes needed to be coordinated at Nordic level. There was a pressing need for a common sales process based on best practice. Bring Express needed a system to keep track of customers, leads and prospects as a necessary prerequisite for structured pipeline activities. Which was in turn a prerequisite for being able to exercise sales control and correctly estimate income and sales budgets. A documented CRM process was also seen as critical for management to be able to exercise coaching leadership. Marketing activities were suffering because of the poor quality of data and everything from promotional mailings to sending Christmas cards was done inefficiently by manually gathering information from sales people. A rapid, integrated roll out of a CRM system was essential if Bring

Express' growth was not to grind to a halt.

### The Solution

SuperOffice was the solution to Bring Express' CRM needs. The Norwegian, Finnish, Swedish and Estonian activities are now all run from the same server. SuperOffice's simple interface and intuitive flow guaranteed a rapid and integrated roll out. Providing Bring Express with a proper basis for sales control was also a key factor. Last but not least, Bring Express was attracted by the opportunity for creating mailings rapidly and easily.

### The Result

Bring Express now has good control of its data, regardless of whether it is about a customer, a lead or a prospect. With SuperOffice as its platform, Bring Express has established a common Nordic sales process. Bring Express has a common language for sales activities, which means that sales people can work together effectively and participate in joint problem solving in completely new ways. Pipeline activities are structured and based on objective criteria. Parallel with this, Bring Express has established its sales leadership. A leadership based to a large extent on facts retrieved from SuperOffice. Bring Express now has an effective

### The Customer Benefits at a Glance

- Good control of data regardless of whether it is about a customer, a lead or a prospect
- An established Nordic sales process that enables cross-border collaboration
- A common language for the sales process with common definitions
- Sales control - follow-up and forecasts of sales are structured
- Sales leadership - coaching of individual sales persons

marketing process supported by good data quality.

