

## SuperOffice CASE STORY: Powel ASA

# Improved customer experiences by using SuperOffice CRM for sales and support

**“As our software is business critical to our customers, so is SuperOffice CRM business critical to ours.....”**

Robert Lawrence, System Manager; Lise Lotte Skaiå Lysmen, Support Manager; Vegard Aune, Sales Manager

**Powel ASA is a software company developing and delivering business critical decision support system to the power industry. Powel also delivers control and surveillance systems to ensure safe and reliable power and water delivery to both power and public infrastructure companies.**

**Years of experience and critical domain expertise has positioned Powel ASA as a market leader in the Nordic region.**

**Powel has several customers outside the Nordic countries, and is now taking actions to further position the company in the growing European smart metering market.**

### The Challenge

Powel ASA faced the challenge of fragmented customer data that undermined their sales and customer support processes. “It was difficult and time consuming to gain a consistent and total overview of their customers as information was spread over several customer databases and applications,” explains Robert Lawrence, System Manager. Top management recognized CRM as business critical for their future, and defined objectives for their marketing, sales and customer service departments associated with the CRM investment. In addition, Powel wanted to improve their profitability through increased customer satisfaction whilst growing their

customer base. And, they had a very clear vision of what they needed.

### The Solution

In choosing a CRM vendor, the ability to provide a shared and common view of the customer database was important, whether one’s role was in sales, marketing, customer support or management. SuperOffice offered such an integrated customer view with standard software components that provided powerful functionality and the ability to scale up and change as the organization grew. In addition to this flexibility, the user-friendly interface was another very important factor.

### The Results

Today, their three support centres utilize the SuperOffice eJournal solution for customer service in their everyday dealings with customer queries and support questions. This includes automated workflow and document archive. “Over time, we see that we are answering more queries per consultant than before. The opportunity for automation has been one important reason for this”, confirms Robert Lawrence.

“In addition, our customers have different service agreements with us that we need to prioritise and handle efficiently. SuperOffice eJournal allows us to better route and respond in the professional manner our

### The Customer Benefits at a Glance

- 360° overview of the customer, shared by all
- Increased internal efficiencies
- Reduced cost of sales by 10%
- Improved up- and cross sales
- Same headcount in support centres handles 15% more incoming calls
- Improved response handling time with two hours per employee per week
- Improved customer experiences

customers expect from us,” explains Lise Lotte Skaiå Lysmen, Support Manager. She adds, “With the reports available, we have a better overview of what cases we receive, and how we perform compared to our customers service level agreements. This not only allows us to better allocate resources, but to also take a look at how we can improve our processes over time”.

The sales departments all use SuperOffice CRM to help their daily customer interaction and sales processes.



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“Compared to the alternatives we looked at, SuperOffice offered the best combination of a total overview of our customer interactions *and* the required support for our sales processes,” explains Vegard Aune, sales manager for Municipalities.

“Our department, in particular, has many customers who we interact with daily. It is easy to lose sight of all that is going on, not least with the many cases in our pipeline. Now, all sales opportunities are registered in SuperOffice and I gain an overview of our forecast and how well we push our leads through the pipeline” he adds. The total view of all activities has been a source of additional income opportunities. “As a sales person can see when a consultant is booked on site with a customer, he or she can now call and make additional arrangements. This not only benefits the customer, but ensures that our consultants’ time is better utilised”. He adds, “With the total view of all activities, we also find our technical consultants can act as sales consultants when they have available

time. This allows us to have additional sales resources without the cost of recruiting.” The ability to integrate with other systems was also of great importance to Powel when looking at a new solution.

SuperOffice CRM is not only integrated with their ERP system, Agresso, but also with other back-office systems such as their own licence database. The sales and delivery departments have an instant view of what products a customer has deployed. Thus, they can better provide service and identify opportunities for up-selling. Finally, management also gains real-time insight into the company’s customers, the pipeline, actual sales and activities performed via the integrated dashboard module from Business Analyze.

## Ensuring success

Great systems are nothing without great organisational implementation. Powel understood that in order to succeed, they first needed to be clear about their internal processes and then implement these processes into

the solution. This also meant that all employees needed to understand how the company worked as an organization, how they worked in their individual departments, their own responsibilities and be familiar with internal routines. All of this required top management commitment and an organisation willing to change.

## The road ahead

Powel believes in continuous improvements and has yearly workshops to optimise their processes and systems. The focus for the future is to enhance and expand their self-service offering via eJournal Customer Help Desk, and build on their knowledge bank. “Outstanding service is critical to our company’s profitability. We will always look at how we, and the way we use our systems, can keep our customers satisfied”, explains Lise Lotte Skaiå Lysmen.

The solution was delivered in partnership with Ementor Norge AS



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