

Customer Success Story

"Maximizer has increased our productivity and efficiency and we are now able to track every step of our sales process very easily."

Mitch Merker, Chief Operating Officer,
Approved Group Inc.



Industry: Publishing

Location: Vancouver, BC

Web: www.approvedgroupinc.com

Key Benefits

- ✓ Increased productivity of telephone calls
- ✓ Zero downtime due to quick installation
- ✓ More efficient sales procedures
- ✓ Better customer profiling with customized fields
- ✓ Ease of use led to 100% employee compliance

Approved Group Inc.

The Approved Group Approves of Maximizer for Increased Sales

Approved Group Inc. is a leading research, publishing and training company, produces the Approved™ Series of "how-to" books and workshops based on research with decision-makers. It's no wonder the Approved Group chose Maximizer Software's contact manager to help them better organize and manage their own business! They recognized that by using Maximizer they'd be able to manage their time more efficiently, create satisfied customers, and increase their sales.

Problem / Challenge

Prior to Maximizer, the Approved Group was missing out on opportunities due to their use of a competing contact manager product that wasn't efficient or user-friendly enough to facilitate maximum productivity from their sales team. Extensive customization was needed to track even the most rudimentary information and a lot of time was spent managing the data. The software could not effectively track information such as time zones and the sales team was not able to view contact information, notes and hotlist activities at the same time. These restrictions lowered productivity and, more importantly, resulted in lost opportunities to build client relationships and generate new business.

What the Approved Group needed was a contact manager that could help them organize and automate many of their sales procedures, and give them the ability to record, track and report various customer information in their database with ease. Furthermore, they required an affordable software package that would deploy quickly and would be easy to use, as their staff didn't have time for additional training.

The Maximizer Solution

After a quick installation by the Approved Group's in-house IT team, employees were using Maximizer within hours. Even the conversion from ACT! to Maximizer was described as "flawless". In fact, the transfer of data was so seamless and the navigation of Maximizer so easy that employee downtime was kept to a minimum.

When asked about Maximizer's impact on the company, Mitch Merker, Chief Operating Officer of The Approved Group said it has changed the way his team does business "Maximizer has increased our productivity and efficiency and we are now able to track every step of our sales process very easily," said Merker.

Merker and his staff now use Maximizer's "Hotlist Tasks" feature daily to schedule calls with customers and set up reminders for additional follow up. They book their appointments, including meeting rooms and resources in the "Multi-User Calendar" where they can view other users' schedules to ensure they don't overbook. And with the links to customer records in the Address Book, nothing slips through the cracks.

About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large corporations. Simple, easy-to-use and affordable, Maximizer CRM enables companies to mobilize their workforces through all-access Web, Mobile and Desktop delivery methods. Easily configurable for organizations in any industry, Maximizer CRM optimizes sales processes, enhances marketing initiatives, and, improves customer service to ultimately boost productivity and revenue. Headquartered in Canada, with worldwide offices and business partners, Maximizer Software has sold over one million licenses to more than 120,000 customers since 1987.

Merker also uses the "User-Defined Fields" to profile and segment his customers. For example, he created a field to track the specific time zone each customer is in, which has made it much easier for the sales staff to call their customers at the most appropriate times. This has increased the opportunities for sales staff to speak directly with customers and has increased the productivity of each call.

"We love the look, feel and simplicity of using our Maximizer contact manager. It has proven extremely useful for managing our extensive customer base, while ensuring a seamless scheduling process throughout the company. Maximizer is helping us operate more efficiently and because of this we've significantly increased our sales. I'm glad we switched to Maximizer."

Maximizer Software
Simply Successful CRM

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