

I-Track.Net Keeps First Mobile In Touch With Its Customers

When Vodafone dealer First Mobile wanted a CRM solution that could be rapidly rolled out across its 70 outlets it turned to Chillisoft

With 70-odd stores throughout New Zealand and an active customer list of around 40,000 clients, First Mobile is New Zealand's largest Vodafone dealer. The company recognised early on that to become one of the leaders in delivering mobility solutions would require an intimate knowledge of each and every customer's requirements.

"We saw the importance of having the ability to capture the profiles of our customers in order to service their needs more accurately and to deliver a higher standard of customer service," says First Mobile National Data Sales Manager Alec Teo. "The only problem was that all the various stores seemed to be using different applications to manage their customer information. We wanted a CRM system we could standardise on that was easy to use and internet-based to allow easy access and ensure a smooth rollout."

After reviewing "numerous other CRM offerings" First Mobile eventually chose I-Track.Net from local developer Chillisoft.

"The overall cost and usability were the two key factors in adopting I-Track.Net," says Teo. "I-Track.Net offered better value for money and allowed us to customise many areas of the application without incurring huge extra costs or committing to time consuming procedures."

Unlike many competing CRM systems, I-Track.Net is a fully browser-based solution, optionally available "fully hosted."

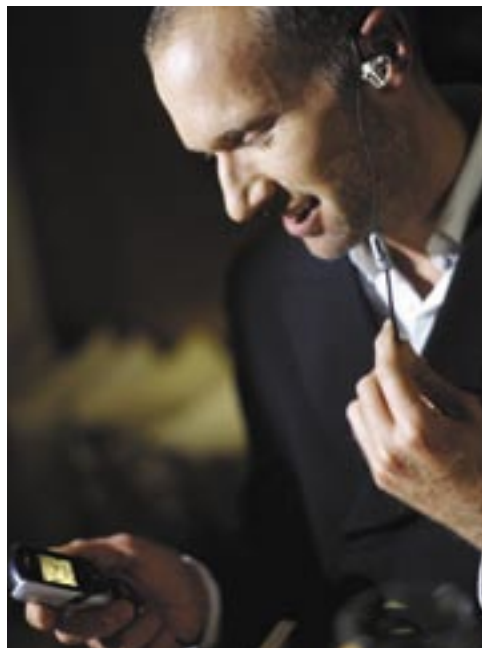
Teo admits he had some initial concerns over the security implications of using an internet-based CRM.

"I-Track.Net's security features and the ability it provides to control information access soon alleviated any early worries on that score. We also saw the advantage of being able to remotely access customer information using a Smartphone, PDA, or a laptop with a Vodafone Connect Card. This allowed our outbound reps and account managers to access and update information without having to come back to the office."

Chillisoft managing director Geoff Cossey says I-Track.Net customers often express similar reser-

vations to Teo's about using a hosted solution.

"Most customers start the discussion by saying, 'We must run it in house.' Of course this is an emotive thing that makes people believe that if they run it in-house they will be safer. But when they realise that they will need to establish and maintain an application server and database and backups and firewall etc, they can see the value in letting a hosting specialist manage that."



Targeting the market

I-Track.Net satisfied First Mobile's requirement for a CRM that would allow sales people to easily record daily activities within their accounts and also allow management to run key reports in these areas. These reports would then be used to generate call lists for targeting customer groups with marketing campaigns and other promotions.

First Mobile also wanted Chillisoft to enhance the product with an additional security layer.

"First Mobile runs a number of sales team throughout the country," says Teo. "As each region is responsible for its own client base we needed the ability to control the level of visibility a team or an individual could access. The request was put for-

ward to Chillisoft which came up with a solution in days that allowed us to do so. There have been many other requests for customisation that have been handled in the same timely manner and as a result has allowed us to introduce I-Track.Net into the business a lot faster."

Teo believes I-Track.Net will ultimately help First Mobile to deliver a more satisfying customer experience. "It will allow us to deliver more accurately on customer needs and as a result gain long-term commitment from them."

"From an internal perspective, the simplicity of using I-Track.Net will allow our reps to work more productively while enhancing their job satisfaction. I-Track.Net is great value for money and possesses all the main features and qualities of any of the more expensive CRMs we looked at." **I**



> First Mobile



Business Objective

> First Mobile needed an affordable and easy-to-use CRM solution that could be rapidly rolled out to its 70 branches nationwide.

Solution

> I-Track.Net implemented by Chillisoft Software.

Business Benefits

> I-Track.Net has allowed First Mobile to deliver a service that reflects customer needs more accurately while allowing its sales force to work more productively and with increased job satisfaction. I-Track.Net also records daily sales activity, prepares management sales reports and is capable of generating emails automatically to key contacts.



> Chillisoft

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