



Adwiza

NESA Casestory

KnowledgeSync

NESA

Adwiza ApS
Hovedgaden 9
DK-2690 Karlslunde
Denmark

Telephone + 45 70228550
Telefax + 45 70228551
www.adwiza.com

NESA A/S



NESA A/S has had KnowledgeSync installed from Adwiza ApS for their SuperOffice CRM 5.

With KnowledgeSync we ensure constant care towards our customers

In NESA, we work purposively towards increasing our competitiveness and strengthening the functions which makes us a customer oriented company. With KnowledgeSync, we have acquired an innovative tool, which gives us a complete overview over our customer base, and the possibility of managing all of our many business customers. KnowledgeSync provides us with the security that none of our customers are forgotten, since the information tool automatically monitors the customer portfolio and warns relevant employees of upcoming or missing follow-ups, visits or sales.

Messages are only sent when they are relevant

"I believe that the functionality of KnowledgeSync will be a fundamental part of the future CRM tools since the data quantity and with it the complexity of customer data will increase constantly. With knowledge it is hereby possible for us in advance to decide which information or events in our CRM system are important for our employees to respond to".

We use KnowledgeSync to:

- Send a mail to the sale persons when their customers' contracts are expiring
- Send a list over sales in SuperOffice which a sales person has not followed up upon
- Send an e-mail to NESA's customers about changes in the energy prizes
- Inform the responsible sales person about colleagues' activities on his customers
- Send weekly status reports to management about sales and other activities

We only experience positive reactions towards KnowledgeSync in NESA

The sales persons regard KnowledgeSync as a helping tool making them capable of delivering

customer service and effective consultancy to a very large portfolio of companies. NESA's key account managers are on a continuous basis informed of activities surpassing predefined limits. Sales- and hereunder the data discipline has improved considerable, since they otherwise will receive an e-mail about the missing follow-up.

"We can see that both our efficiency and data discipline have increased considerable".

It has been a positive factor for the sales persons that they can manage customers individually. KnowledgeSync provides the opportunity of individualizing the pre-defined limits in relation to the individual employee, customer group etc. Hence we can fine-tune KnowledgeSync in relation to the sales person's profile, customer segment etc.

Managers receive continuous reports that means that we are always updated about our customer and employees

NESA has with KnowledgeSync obtained a management-reporting tool making us capable of focusing on if predetermined activities are being executed and we can therefore via the reports we receive follow the development from efforts to results. On weekly management meetings, lists over sales, customer visits, lost cases and what is ready to be closed in the pipeline are presented. Management also receives notification lists over sales persons with low activity levels. We can thereafter plan coaching meetings with the sales person in question in order to rectify the low activity level.

"We obtain such a high level of safety by having an automatic information tool that I can focus my time on management issues and thinking about the future. I also have the opportu-

nity of focusing on other managerial activities such as coaching and creating results for my employees" states Niclas Adelsparre.

KnowledgeSync has quickly paid for itself

The result of implementing KnowledgeSync has been that we save time by making the sales processes more effective. The tool has furthermore had an effect on our turnover. By focusing on picking up on customer cases and treating our customers with constant care, we strengthen our customer directed functions and competitiveness. This facilitates a good result on our earnings.

"KnowledgeSync has in our mind fully made a profit if we recover one customer who would otherwise have been lost to us".

KnowledgeSync is to be incorporated within the entire company

Presently, 70 employees are working with KnowledgeSync, but since the information tool is capable of distributing customer information to the entire company, it is our objective that it should be used by all employees in NESA with an interest in customer information. For example, if a sales person has sold a product it can be relevant for another department in NESA to receive information of the sale.

There are no limitations on the data and information that KnowledgeSync can monitor and it is our objective to continually developing KnowledgeSync.

*Niclas Adelsparre from NESA,
Sales Manager for the Trade Department*

About NESA

NESA is a leading player in the energy market with interests in all energy-related activities: energy trade, distribution, transmission and electric power generation production. Customers in all of Denmark buy energy and consultancy about energy consumption at NESA. NESA delivers energy to 1 million people via approximately 534.000 points. NESA was founded in 1902 and today has 850 employees with a gross turnover of 1,287 million EURO.

About KnowledgeSync

KnowledgeSync is a BAM-tool (Business Activity Monitoring). KnowledgeSync is a versatile tool that can be applied in many interesting ways. For example, it can monitor business critical data and react on pre-defined scenarios in the database. This provides the opportunity of responding to critical and time sensitive information before it is too late. KnowledgeSync can inform colleagues or customers automatically or perform time demanding processes, e.g. reporting. Alerts can be sent via e-mail, pager, fax, Webcast or by updating fields in SuperOffice or any other SQL-based database. If you want to handle your business with constant care, use KnowledgeSync.

Adwiza ApS is distributing KnowledgeSync in Denmark, Sweden, Norway and Finland.

For further information please contact Adwiza.