

Deutschland

Microsoft

Mittelstand

1. 2. 3: Thema. Lösung. Beratung.

Experten beraten Sie exklusiv im Mittelstandportal.

1. Das aktuelle
Thema

2. Unsere Lösung

3. Fordern Sie
uns!

The topic

Still many German businesses do not react adequately to the detailed inquiries of prospective customers.

According to a short inquiry among the members of the Federal association for information economy, telecommunications and new media (Bitkom) still many businesses neglect their lead management.

This refers to the process, in which interests and contact details of prospective and existing customers are gathered, edited and utilized.

Efficient lead management is an important premise, in order to deal with customer's requests optimally.

During the BITKOM inquiry nearly half of the asked companies stated not to work on up to 30 per cent of the new customer contacts ("Leads").



"Despite a high competition pressure on almost all markets many businesses do not fully explore all their possibilities of acquiring new customers and customer retention", reminds BITKOM marketing expert Oliver Hickfang.

The automobile industry seems to deal still worse with its customers.

This point demonstrated a lead management study about sales and marketing of Touchpoints at the automobile salon in Geneva last year.

36 car brands were examined by personal inquiries at the exhibition booth. Only 13 per cent of the prospective customers were contacted thereupon by telephone or by mail for a test run.

When the prospective customers asked then for a further approach at a later point of time, the representatives did not answer in nearly all cases. Only 70 per cent of the requested folders were sent to the prospective customers. Promised re-directions of missing brochures were not settled.

15 per cent of the forwarded booklets exhibit wrong addresses or wrong salutations.

"No inquiry of prospective customers should remain unanswered - finally they are potential turnover", opines Oliver Hickfang.

So at least it can calm him down that already four of five businesses, which were asked by Bitkom, use professional software for the management of their customer contacts.

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Our solution at Microsoft

Consistent Lead Management at Microsoft

The generation of new customer contacts is the most important task of each fair appearance.

The stand personnel is thoroughly prepared, so that it can hold numerous and qualified conversations.

In most cases the documentation of the new contacts takes place only handwritten, what is rather error-prone.

Even Microsoft proceeded in such way. On fairs the project advisors noted all visitor contacts by hand.

Their notes were collected and sent by courier into the business headquarter in the evening, where they are typed and evaluated by the customer service.

If the handwriting were not readable, the information had to be examined by a second customer conversation.

This was a laborious procedure, for which the world-wide leading software company wanted to find a better solution.

At the CeBIT Microsoft worked therefore with a new system of the IT Function Software GmbH from Berlin and MASCH Russland Software & Consulting services from St. Petersburg:

The stand consultants get mobile Tablet PCs with WLAN connection.

A fair questionnaire is installed on this Tablet PC, which was created by Microsoft Office InfoPath 2003.

The software checks all entered information immediately for errors and completeness and transfers it to a server by WLAN.

In order to even more accelerate the data acquisition, business card scanners from CardScan Inc. are connected to the system over the Scan-to-Web services for CardScan of MASCH.

The customer consultant only has to add the conversation number with a ball-point pen on the card.

Afterwards the business card will be scanned, read with a text recognition engine and assigned to the appropriate electronic conversation notes automatically.

This solution will be handled simply via a Browser or via web services.

The Client is an ActiveX control module of MASCH, which supports a lot of different CardScan scanners.

After scanning, the business card is transferred to the Scan-to-Web Recognition Server of MASCH.

It converts the business card into digital contact information and transfers the data back to the PC, where the user can complete the lead electronically.

The scan and recognition process takes less than five seconds per business card.

The data can be transferred without errors to sales solutions and can be made accessible and evaluated during the fair for each co-worker.

Thus it happened also at Microsoft at the CeBIT 2005: Every evening the data packages were sent by the internet to the company headquarter in Unterschleissheim and were processed there in the customer management.

It is a perfect lead management which saves time and costs. If you liked to know, how you can optimize the lead management of your company, too, then contact our call-back service.