

CRM-System „fish“: individual software-solution for sale

A complete software solution for sales support and customer loyalty (Custom relationship management), which is specially adapted on the requirements of the contractor.

Initial situation

The Connex Touristik GmbH & Co KG is specialized in the fields of promotion, customer retention and employee motivation. Because of that, a professional software was used already before the project started, but the software was not available via the internet. The aim was to provide an efficient solution.

Implementation

The existing solution was expanded by internet technology and the usability was improved. Therefore, we worked with the programming language Java. Our challenge was to integrate the existing data and to follow the standards of the database, which runs under an ERP-system, in order to do not damage the functional of the standard product.

Auftraggeber

Company Connex Touristik-
promotion GmbH & Co KG

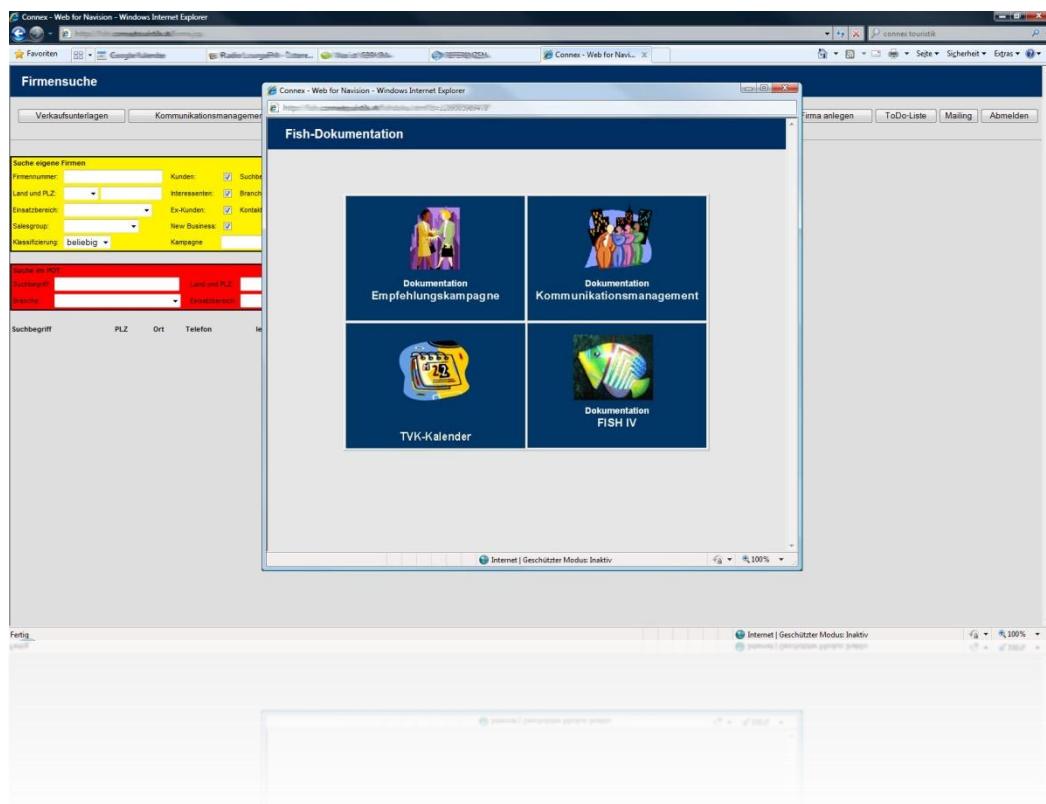


Headquarters Wels, OÖ

Website www.connexgroup.net

Project name fish

Implementation 2005



Result

Gumpinger Software was able to implement all requirements successfully.

Mainly „fish“, serves to manage customer data and customer contacts. It is also possible to select customers for mails, or special actions. This program is also helpful for communication in sales projects in the company. All these functions are only password protected online available, the data are saved on the own server. Therefore an internetable CRM-System was developed.

„The customized solution ‚fish‘ has increased the efficiency of our sales team and improved our sales processes lasting“

DI Christian Hartl, IT-Vorstand

Because of the long-term business relationship with Connex Touristic-promotion GmbH & Co KG ongoing enhancements and improvements in "fish" are implemented. "Fish" is now for many years and around the clock in application and it also allows to have access to the customer data of the company from home or while traveling.

