



CASE STUDY

Profit Systems Inc

| MANUFACTURER



Published By |

 **MAXIMIZER CRM**

Maximizer CRM provides software manufacturer with the key tool to manage operations at every stage of the sales and customer life cycle.

For the past five years, Profit Systems has used Maximizer CRM extensively throughout its organization as a key tool for managing customer information, tracking opportunities, managing extensive marketing campaigns and delivering training and customer service. From front-line contact with customers and prospects to customer service, training, and product development, Maximizer CRM provides Profit Systems with a solution that helps them manage its entire operations most efficiently.

Implementation

The flexible design of Maximizer CRM allowed for a seamless implementation when Profit Systems migrated from an existing home-grown system over five years ago. A Maximizer CRM power-user, Profit Systems has kept current with all recent upgrades in order to support the major functions of its business operations.

Profit Systems' Business Challenges

- A high volume of leads to manage from three product websites
- Marketing requires a tool to automate marketing campaigns
- Sales requires a solution to help track opportunities and share information
- An efficient solution to help schedule and track client training and handle customer service contract renewals is needed
- A tool to track and resolve customer service issues for client satisfaction and product development is needed

KEY BENEFITS

- **Improved tracking and qualification of leads for better efficiencies and targeted marketing**
- **Automated marketing campaigns and ability to measure results**
- **Enterprise-wide visibility at every step of the sales and service cycle**
- **Improved customer service tracking and achievement of targets**
- **Better scheduling of training and contract renewals**
- **Improved efficiencies across all departments**

Objectives

- Centralize sales, service and training information across the enterprise
- Increase the visibility of leads in the sales cycle
- Improve customer service and after-care
- Gather feedback to improve product quality
- Expand communication with clients and prospects
- Automate marketing cycles



Maximizer is the hub of everything that we do.

TROY WRUCK

Director of Sales and Marketing



Profit Systems Inc – Leveraging the Powerful Functionality of Maximizer® CRM Across the organization.

As a software developer and distributor, Profit Systems Inc. manufactures three different software solutions: EventPro, for individual facilities & venues that host and manage events; EventPro Planner, specifically designed for Event Planners who organize all aspects of events with multiple venues; and PMXpert, software for managing preventive maintenance of facilities and vehicles.

Established in 1985, Profit Systems gained an immediate foothold in the software marketplace, and now counts Fortune 100 companies among their wide range of clients from a variety of industries. In addition to manufacturing software products, Profit Systems also provides training, support and custom development for clients worldwide.

Profit Systems originally chose Maximizer CRM based on its robust functionality, to help them market and sell their own software solution as well as provide customer service and ongoing customer care. Today, Maximizer CRM has become the key tool for Profit Systems' operations, and the company continues to find new ways to take advantage of its capabilities with each version upgrade.

Maximizer CRM – Marketing, Customer Service, and Business Performance

Profit Systems chose Maximizer CRM to replace its home-grown CRM system over five years ago, in order to automate some of their sales and marketing functions and improve their customer service. Used within every department in the organization, Maximizer CRM “is the hub of everything that we do,” according to Troy Wruck, Director of Sales and Marketing for Profit Systems.

The Contact Management, Marketing, and Opportunity Modules in Maximizer are used by sales to track prospects and clients at every stage of the sales cycle. Using the Marketing Module, Profit Systems runs automated, integrated marketing campaigns to turn leads into sales. The company also uses the system to communicate with their client base through newsletters and pricing promotion emails.



We track every interaction with our clients and prospects through Maximizer. Without having a system like Maximizer to assist us, we would have no way to make sure things didn't fall through the cracks. It allows us to give better quality attention to clients and to streamline our customer service processes.

TROY WRUCK

Director of Sales and Marketing



Profit Systems leverages the detailed tracking within Maximizer's Marketing Module to gain visibility into which marketing initiative provides the greatest return on investment. According to Wruck, "Based on campaigns that we do through Maximizer and the ability to better segment our lists and track what is working, we are getting more bang for our marketing buck."

The Calendar Module is used extensively to schedule client training, which is a strong revenue-generator for Profit Systems. This module is also used for after-care service, such as scheduling follow-up service calls and reminders to account representatives to remain in touch with clients in order to respond to future needs.

The Service Module is of critical importance to Profit Systems, as it not only manages and tracks customer service issues, but utilizes that data to provide insight into future development trends, which helps the company to ultimately create a better solution for its customers. Action plans are also created in Maximizer to set reminders for service contract renewals, another important source of revenue generation for Profit Systems.

As a result of the tracking capabilities in Maximizer CRM and the visibility gained into key metrics, Profit Systems was able to build a

case for hiring an additional resource in their customer service organization, responsible for building custom reporting for their clients.

Using Maximizer CRM has allowed Profit Systems to generate and close more leads, improve marketing effectiveness and customer service, accurately track spending and improve internal processes, and ultimately enable the company to provide a better solution for their customers.

Future Plans – Leveraging the latest Features and Mobile CRM

Looking ahead, Profit Systems plans to continue using the Opportunities Module in Maximizer CRM to better forecast revenue targets and analyze their sales pipeline.

About Maximizer

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.

Our Customer



Profit Systems Inc

Profit Systems Inc. is a developer and manufacturer of three software solutions: EventPro, for individual facilities & venues that host and manage events; EventPro Planner, specifically designed for Event Planners who organize all aspects of events with multiple venues; and PMXpert, software for managing preventive maintenance of facilities and vehicles.

*Profit Systems Inc. was using Maximizer CRM Version 11 at the time of this case study.



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