



CASE STUDY

Vilton B.V.

| CONSTRUCTION PRODUCTS MANUFACTURER



Published By |





Thanks to Maximizer we now have greater visibility of our customers – this is particularly crucial for our sales reps on the road; they can access the latest and most up to date customer account information

THIJS GRIEPINK,
System Administrator, Vilton B.V



Challenge

Vilton is a subsidiary of the larger organisation, Vlint. Vilton is an independent company operating in the construction market in the Netherlands, offering extensive services and products to their customer base. Vilton develops and manufactures products for the construction, infrastructure and concrete industries.

The company deals with many varying customers at any one time with over 120 people working for the firm. It had become quite clear that in order for the company to continue growing they needed to centralise all customer communications and activities between themselves and the holding company.

Solution

The fact that Maximizer could be specifically tailored to meet unique customer requests was a massive pull for Vilton to select it as their CRM solution. Maximizer was adopted relatively easily into the business and immediately started improving visibility.

Vilton used Maximizer to track customer enquiries and on-going projects. Maximizer has proved to be particularly beneficial to sales-reps who are out on the road; they use mobile access to track/access customer information needed to close more sales.



BENEFITS GAINED:

- **Improved visibility of communications & activities**
- **Reduced annual admin and increased productivity**
- **Centralisation of customer data**



Maximizer's dashboards are helping management gain greater insight and visibility into staff productivity levels as well as to communicate effectively with their client base and to grow their market share with value-driven communications.

Results

It didn't take long for Maximizer CRM to become a critical component of the business. Not only does it centralise all of the business's data, but it is helping various departments in the business increase overall productivity - thanks to better understanding of customers, reduced manual admin and improved communication and activity.

Maximizer CRM has helped increase customer satisfaction, resulting from the new seamless management style which the business has been able to adopt and develop.



Systony, (Maximizer Certified Solution Provider) helped Vilton achieve success with their Maximizer CRM.

Phone +31 (0) 88 030 30 30

Web www.systony.nl

FEATURES USED

- Action Plans
- Address Book
- Advanced Searches
- Calendar
- Colouring Rules
- Column Reporting
- Column Views
- Company Library
- Customer Service Cases
- Dashboards
- Email
- Export to Excel
- Favourite Lists
- Hotlist Tasks
- Import
- Knowledge Base
- Marketing Campaign Manager
- Notes
- Outlook Integration



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.



AMERICAS (HEAD OFFICE)

Maximizer Services Inc.

208 W. 1st Avenue
Vancouver, BC
V5Y 3T2 Canada

Sales +1 800 804 6299

Phone +1 604 601 8000

Email info@maximizer.com

Website www.maximizer.com

EUROPE / MIDDLE EAST / AFRICA

Maximizer Software Ltd.

1 The Courtyard
Eastern Road
Bracknell, Berkshire
RG12 2XB United Kingdom

Phone +44 (0)1344 766 900

Email enquiries@maximizer.com

Website www.maximizer.com/uk

AUSTRALIA / NEW ZEALAND

Maximizer Software Solutions Pty. Ltd.

Level 1, Suite 14, 32 Delhi Road
North Ryde, New South Wales
2113 Australia

Phone +61 (0)299 572 011

Email info.anz@maximizer.com

Website www.maximizer.com/au

WWW.MAXIMIZER.COM