

Relavis CRM at work:
Distribution- Electronics



Relavis Collaborative CRM Solution

Relavis CRM

Sales Component

Business Profile

Isolectra

Isolectra is the Netherlands' largest distributor of electrical and electronic components and systems. The Rotterdam-based company was founded in 1949 as a small business, but has developed into an international group with a presence in several continents. Since 1995 Isolectra has been a subsidiary of the Twentsche Kabel Holding Company.

Industry

Electronic components and systems distribution

Geographies

Worldwide

Business Application

CRM/eBusiness

The Challenge

As both a supplier of products and conductors of implementation projects, Isolectra serves a large number of commercial target markets. At the end of 2000, they conducted an independent customer satisfaction survey. The customer survey revealed that Isolectra had poor accessibility, barriers among their business units, and a lack of direct communication. Their customers were viewing them as different companies vs. a single business entity.

Isolectra's business units had limited contact with one another, and were unable to see up-to-date reports on their customers from all units. As a result, many customers were transferred to multiple contacts before they were able to receive assistance. Isolectra clearly needed to centralize their information resources and put all customers and products into one single system – a CRM solution was needed.

To support their CRM approach, Isolectra chose IBM's Lotus Notes platform, and central to this was the Notes application Relavis Sales, from Relavis. This solution was delivered by Computerplan, an IBM and Relavis business partner.

The Solution

Isolectra chose the Relavis Sales Solution because:

- Complete integration with existing communication infrastructure
- The solution clearly addresses their need for a product management system, not just a product database so it serves as two systems in one
- The solution enables them to have one single information system, allowing for clear management information purposes and all business units to view this information

The Results

By implementing the Relavis solution, Isolectra has been able to achieve significant results:

- Drastic improvement of customer needs; now almost anyone can help a caller since all of the customer information is in front of them
- Product information system is directly accessible to all staff and provides for a good level of knowledge about the product
- The entire sales process is now being defined and can be viewed by the entire staff
- Consolidation of the information makes forecasting available in a standard form

“We have deliberately transformed ourselves from a business where the knowledge was primarily in individual's heads, to a business where the knowledge is centrally stored and freely accessible. Relavis’ CRM solution and Computerplan have played a crucial role in this...they understand not only what the product can do, but also what it can do for an organization. In other words, they are not simply selling a CRM tool, they are embracing the CRM vision themselves. And you don't often come across that.”

Peter Vollering, IT Manager at Isolectra.

About Relavis Corporation

Relavis Corporation pioneered the delivery of CRM solutions on the Lotus Notes platform in 1994 and continues to be a leader and innovator. Competing vendors focus on fragmented tools and applications and are only able to target one piece of the puzzle. Relavis fully leverages a company's existing Lotus Notes platform, allowing users transparent integration with their email, chat, content, team management, calendaring and scheduling, activities, workflow, and now mobility. This provides customers with a familiar framework for their CRM users and ensures high user acceptance, increased productivity, and higher profitability.

Relavis has expanded its leadership role in Lotus Notes to include a comprehensive mobile solution. From simple to complex applications - from sophisticated workflow to joining data across multiple databases - our mobile solution easily brings all your Lotus Notes data and business processes to your BlackBerry device.

Relavis is an IBM Strategic Alliance Partner and is honored to have received many IBM/Lotus Beacon awards. Some of their 500+ customers include Barclays Bank, Canon, Degussa, Dupont, Engelhard, Equant, Expeditors, FMC, International Paper, Isolectra, Kuehne & Nagel, Michelin, Ondeo-Nalco, Praxair, Schering, Schneider Electric, and Shaw Industries.

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