



Adwiza

SAC Casestory

Product View



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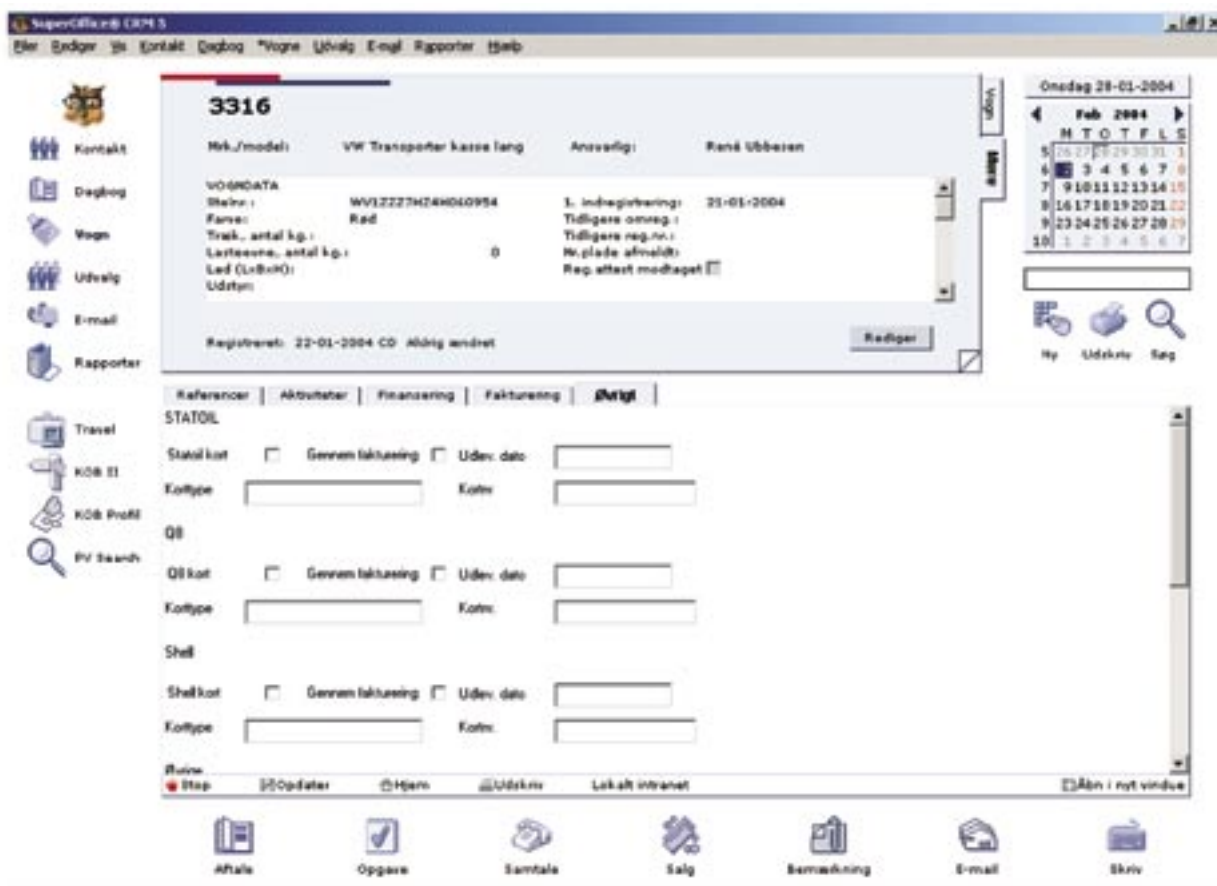
SAC Leasing A/S has used SuperOffice CRM 5 since the summer of 2003. Already from the start, Product View from Adwiza ApS has been an integrated and valuable part of the overall solution.

As one of Denmark's largest companies in leasing and rentals of cars to small and large customers, SAC Leasing has a large information and document archiving requirement. For SAC Leasing, it is very important to register key information about each car in their database. Using Product View, all employees always have updated status for each car: customer, vendor, service intervals, invoice details and much more.

"Within SAC Leasing, we are always striving to improve those functions and processes that make us a customer and service-oriented organization. With Product View, we have the tool that gives us complete overview and control

over all of our important customers," says Susan Laugaard Nielsen, SuperOffice administrator at SAC Leasing A/S.

Due to the requirement for storing extensive information for each car, SAC Leasing had a need already from the beginning to expand the SuperOffice solution. With more than 2,500 cars registered in the database, Product View is the invaluable tool that makes it possible for SAC Leasing A/S to provide optimal customer service and recommendations to current and potential customers. Further, all internal processes have become more efficient.



SAC Leasing A/S solution consists of several new tabs: the basic car information, service data, finance and invoice data. Some data fields can be edited, while other fields are imported from external databases and some fields are calculated. The tabs in Product View can quickly and easily be expanded and edited as the needs change, and do not have the limitations of the 'More'-fields in SuperOffice CRM 5. SAC Leasing A/S has already added and changed tabs and fields to fit the requirements of the organization.

"With the integration of SuperOffice CRM 5 and Product View, we have achieved many positive results:

- *All important data is available and always updated for all the users*
- *Maintenance has become easier*
- *The sales people have become more effective*

It is clear that a system like SuperOffice CRM 5 demands a great deal of data discipline. That discipline was lacking and caused huge problems with our previous solution. Now, with SuperOffice CRM 5 and Product View, the sales people and sales administrators can experience and value the fact that the database is always updated with correct information. The whole organization has started to view the solution as a helping tool, not as a hindrance. Thus, the system itself has helped us focus on data discipline," continues a very satisfied Susan Laugaard Nielsen.

Product View within the whole organization

Everyone at SAC Leasing A/S uses SuperOffice CRM 5 and Product View on a daily basis. Sales people book meetings and other activities, while the mechanics register all the service performed. A special Product View tab contains all the invoicing/leasing details for the car, i.e. leasing period, insurance and other key data. The finance people use this information for invoicing purposes. Data from this tab is exported to a special Excel file designed by Adwiza, which is used by everyone within the organization.

About SAC Leasing A/S

SAC Leasing is one of Denmark's largest leasing and rental companies – a non-traditional and modern thinking car center, which sells, rents and leases cars to large and small customers. SAC Leasing A/S offers a large selection of service options, for example quick delivery of rental cars, drop off and pick up within Denmark, short-term rentals and free kilometers.

SAC Leasing was established in June 2002 and has 26 employees.

For more information, please contact Adwiza ApS.

