



Imagine Your Entire Organization Working In Unison...



**Customer Information:**

Qquest Software Systems

**Headquarters:**

Salt Lake City, Utah

**Industry:**

Time and Attendance

**Web Site:**

www.qquest.com

**Sage Software:**

Sage CRM SalesLogix

Sage MAS 90

## Unison Turns Time Into Money

CRM Solution Increases Revenue By \$70,000 A Month

An industry leader in time and attendance software solutions, Qquest Software Systems is also a successful Internet marketer. With a sales model focused on direct marketing, it reaches prospects primarily through pay-per-click Internet advertising. Through high volume lead generation and tenacious follow through, Qquest owns a generous market share of this competitive industry.

### Clock Is Ticking

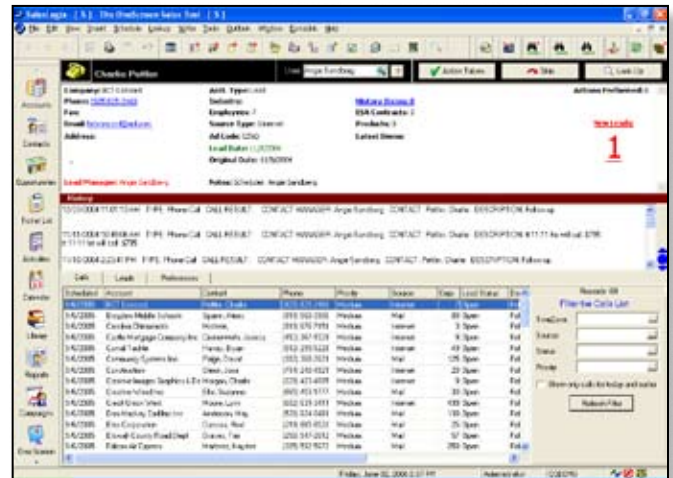
Qquest chose Sage CRM SalesLogix as its integrated sales, marketing, and support solution for its strong out-of-the-box functionality and flexible architecture. Burke Plummer, president of Qquest, knew they would need specific customization to allow the software to meet the company's specialized business needs. Sage Software referred Qquest to Unison, a premier vendor of Sage CRM SalesLogix. "Unison brought us their CRM expertise and a vision for what we could accomplish using the software," praises Plummer. "They listened to and observed our salespeople at work, and saw the processes they were doing manually. They then looked to maximize the productivity and efficiency of our sales staff within the software implementation."

Unison implemented a customized Sage CRM SalesLogix solution that capitalizes on Qquest's successful business model, adding efficiencies that allow the company to pursue more

leads and close more sales.

### Single Screen Drives Operations

Unison designed a lead management solution that pulls prospect information from the company's Web site into Sage CRM SalesLogix. Those leads are automatically distributed to the sales team



Unison developed a single screen that drives sales operations at Qquest.

based on a predetermined set of factors. The solution is based on a single screen—a dashboard driving the sales engine.

A continually updated listing of open leads occupies the bottom portion of the screen. The salesperson can filter those leads by factors such as time zone and source. When a lead from the listing is highlighted, details of the lead fill the upper portion of the screen. With a single click, the salesperson can dial the phone, send an e-mail, request literature be sent, or record detailed notes.

*“They were able to quantify what we do best, and make us better at it.”*

## About Unison

Unison has been at the forefront of the Customer Relationship Management (CRM) and sales force automation evolution since 1996. Bringing a combination of product expertise and real world business experience, our consulting staff is uniquely qualified to design and implement CRM solutions that immediately deliver on their investment. Our clients include a wide range of industries and businesses from small start ups to large enterprise organizations such as American Express, Intel, and Merrill Lynch.



As they leave the record, a follow up call is automatically scheduled.

Such efficiency was bound to pay dividends. Previously, salespeople averaged 120 calls per day—it is now well above 150 per day. The first month Unison's solution was implemented, sales were up \$70,000.

### Captured Opportunities Drive Revenue Up

Unison set up the CRM solution to track extended service agreements, and immediately Qqest realized that over 200 agreements were expiring each month, and not being renewed. With the infrastructure in place, salespeople could better focus on selling and renewing the agreements, and management could actively track the opportunities won and lost. Within a short time, Qqest went from losing 200 renewals each month to selling 400 additional renewals each month. This one change adds a conservative \$50,000 in revenue every month.

### End To End Solution

The efficiencies gained in lead pursuit and sales could be compromised if Qqest needed to rekey order information into its accounting software. Unison and Qqest's accounting software provider worked together to implement a true end-

to-end solution that eliminates duplicate data entry. Quotes and orders generated in Sage CRM SalesLogix flow into the accounting software as they are converted to sales. Payments are entered into Sage CRM SalesLogix and also flow into the accounting software.

Staff can view

all aspects of a customer's account from within Sage CRM SalesLogix, without the need to grant these users access to the accounting software.

### No Compromise

Companies often compromise, and must adjust their business operations to fit the software tools available. Unison was able to precisely fit Sage CRM SalesLogix to Qqest's business operations, resulting in a no-compromise solution that simply works—and works well.

"It works because Unison mimicked the work flow of our most successful salespeople," explains Plummer, "They were able to quantify what we do best, and make us better at it."

By streamlining the steps proven to increase sales, Unison combined the best of both worlds—human ingenuity and technological efficiencies.

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**unison**  
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