



Imagine Your Entire Organization
Working In Unison...



Customer Information:

Headquarters:

Salt Lake City, Utah

Industry:

Time and Attendance Solutions

Web Site:

www.qquest.com

Sage Software:

Sage CRM SalesLogix

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Unison Clocks In Victory for Qquest

Sage CRM SalesLogix Solution Drives Sales and Productivity

Qquest Software Systems is a leader in time and attendance solutions for mid-sized organizations. In business since 1991, the company boasts more than 40,000 installations of its time clocks and time tracking software across North America.

Time For A Change

Qquest was succeeding in spite of its lack of sales automation tools. But Burke Plummer, president of Qquest knew that without of cohesive picture of its sales and marketing efforts, the company could not continue to reach its growth potential. Separate marketing, accounting, and support databases each held important customer-related details, but no single source held the complete picture of a customer's activity with the company—from prospect through sales, then ongoing service and support.

“We needed an integrated system to bring the disparate data together,” explains Plummer, “We had three different views of our customers, but needed a single window to see them through.”

Plummer and his management team evaluated several products, and ultimately chose Sage CRM SalesLogix for its strong integrated sales, marketing, service, and support features.

Plummer 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 is expert in CRM,” praises Plummer, “They brought us their CRM expertise and a vision for what we could accomplish using the software. They lis-

tened to and observed our salespeople work, and saw the processes they were doing manually. They then looked to maximize the productivity and ef-



ficiency of our sales staff within the software.”

Real-Time Buying Behavior Feedback

Qquest's business model focuses on direct marketing; it reaches prospects through telemarketing campaigns and pay-per-click Internet advertising. As prospects fill in a Web response form indicating interest in Qquest's products, Unison configured the solution so that lead information is immediately fed into Sage CRM SalesLogix and distributed to one of Qquest's telemarketing staff for follow up.

The real-time feed of lead information is just the beginning. Unison designed the system to capture both the source of the lead and the keywords that the prospect used to find Qquest's site initially. This additional information becomes an

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."



extraordinary sales and marketing tool.

Knowing the source and the keywords allows Qquest to channel its marketing expenditures on the most effective pay-per-click campaigns. And while it's fairly easy to determine what shoppers' most common search terms are, it's difficult if not impossible for most businesses to relate specific search terms to higher sales volumes—but that is what Qquest is now able to do.

When Qquest finds that searches from a particular source or those involving a set of specific keywords result in faster sales, then it can rank those leads higher in the queue. The telemarketing team will contact them faster, closing more sales in less time.

Access to the factors, such as source and search terms, that contribute to higher sales conversion rates is key to direct marketers. Unison has not only given Qquest access to those key factors, but it has structured the sales automation system to use those factors intelligently, feeding salespeople the most promising leads first. Unison has provided Qquest with the tools to better understand and capitalize on the buying behavior

of its prospects.

Productivity Increases 30 Percent

Unison patterned parts of the system after the work flow used by Qquest's top salesperson. A single button now schedules a follow-up phone call three days in the future. All leads are displayed on a single screen; select a lead and the system brings up details of the lead and allows the salesperson to enter comments and update the status of the lead. After the implementation of Sage CRM SalesLogix by Unison, productivity for that top salesperson, and in fact the entire sales staff, is up a healthy 30 percent. "The software is well on its way to paying for itself," says Plummer.

Solution Works Overtime

With sales automation firmly in place, Unison is working with Qquest to roll out the Service and Support features of Sage CRM SalesLogix to the customer service staff. Plummer couldn't be happier with the results so far, "We rely on Unison. The work they have done for us has given us a real business victory."

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unison

Technology Solutions For Managing Your Customers

460 North University Avenue

Suite 202

Provo, Utah 84601

(801) 373-4679

(801) 373-1773 fax

info@unisonsales.com

www.unisonsales.com