

CRM Integration

GET MORE OUT OF YOUR CRM SYSTEM

Content Media Partner Nordic AB has delivered high quality market information since 1967. Today Content Media Partner Nordic AB is established as a reliable provider for companies that demand the best and most up to date Nordic market information. Our long and close relationships with our customers have made it possible for us to follow how the market information trends has shifted, and based on that we always have been able to offer solutions requested by the market.

The most recent example in a series of smart solutions is our CRM integration adapted for the various types of ERP systems. Having more and more often got the question if we can integrate our market information directly into our customers' databases, we have realized that this is something we should look at.

MAPPING THE MARKET

The first step was to find out how the market situation looked like and what kind of solutions was available already. Step two was to see how we would be able to offer a better solution than those already on the market. In this phase, we were very responsive and had an active dialogue with our customers who gave us insight into the shortcomings of their existing systems.

IS UP-TO-DATE INFORMATION PRIORITIZED?

The answers we got strengthened our conviction to develop a more complete solution than those offered on the market today. We started by dividing the users into four categories: sales, purchasing, finance and production. Pretty soon it became clear that the needs, after all, were quite similar.

The work phase that most categories experienced the most time-consuming was, despite integrations with the option to import new companies including information and contacts, that one tended to spend a lot of time searching for information on various search engines and then manually updating the system. The fact that it was relatively expensive to import information also made the feature's full potential unexploited.

We also asked a straight question: How do you prioritize your work to keep your ERP system up-to-date?

The overall response was that it takes more time than you think, and that it has a low priority in the daily work. The consequence of this is of course that the market information in the system loses relevance and becomes obsolete. This creates irritation and inefficiency in operations.

UNIQUE AND COST-EFFECTIVE INTEGRATED SEARCH SOLUTION

With this knowledge, we realized that we should develop a cost-effective solution that enables CRM users in a greater extent to remain in the system to find information on prospects, customers and suppliers. The result was an integration where it is possible to search on companies, decision-makers, financial information, key figures and industry codes.

This means that the user, with a simple search directly in the system, can find out which companies are included in the requested category, and with a single touch also can import these data into the system.

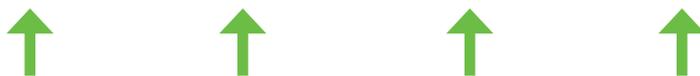
Information that can be imported:

- Financial statements
- Names of decision-makers
- E-mail addresses (info@)
- Financial information
- Contact information
- Industry code information

Please contact us for a quotation!

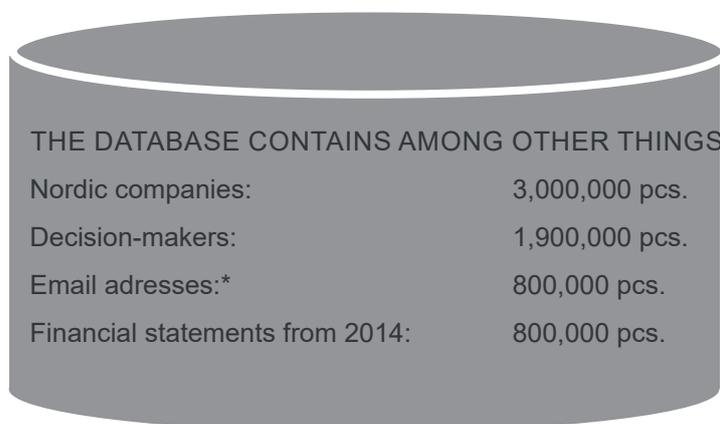
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Your business system – our solution



Add this information, if necessary. Update your system.

DECISION-MAKERS - FINANCIAL INFORMATION - CONTACT INFORMATION - EMAIL ADDRESSES - INDUSTRY CODES



* Refers to info @ addresses.
(Personal e - mail addresses
administered separately)