

# Irish Pensions & Finance enjoy the benefits of SuperOffice CRM

## Implementation Results

### Productivity Increase

Proper implementation of SuperOffice doubled productivity. SuperOffice achieved this through:

1. Enabling the sales team to identify and follow-up with new prospects and existing customers.
2. Optimising the information shared by multiple employees from sources such as word, excel, outlook and other office applications.

### Marketing Effectiveness

SuperOffice was responsible for:

1. Providing the marketing department with the necessary tools to identify and target existing customers and prospects.
2. Assisting in the implementation of marketing campaigns with clear goals and objectives.

### Building Relationships

SuperOffice was instrumental in:

1. Providing employees with the information necessary to know their customers, understand their needs and build lasting relationships with them.
2. Allowing the formation of individualised relationships with customers by identifying the most profitable customers and providing them with the highest level of service.

## CDSOFT Ltd SuperOffice CRM Case Study



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## About Irish Pensions & Finance

Irish Pensions and Finance (previously Personal and Corporate) was set up in 1993 by the principal partners Owen Dwyer and David Dunleavy. To date, the company has over 6,000 clients in the Civil and Public Service and over 1000 clients in the Private Sector.

With their team of highly trained and experienced financial consultants covering the 26 counties, they make a point of delivering a personal and professional service to their clients.

## Business Difficulties \ Reasons for Implementation of SuperOffice CRM

1. Missing Revenue Targets
2. Missed Sales Opportunities
3. Ineffective Marketing Campaigns

*"Since we started using the SuperOffice system, our productivity levels have increased two-fold"*

Kevin Bower (Sales Manager)  
Irish Pensions & Finance



Solutions for Irish Dentistry