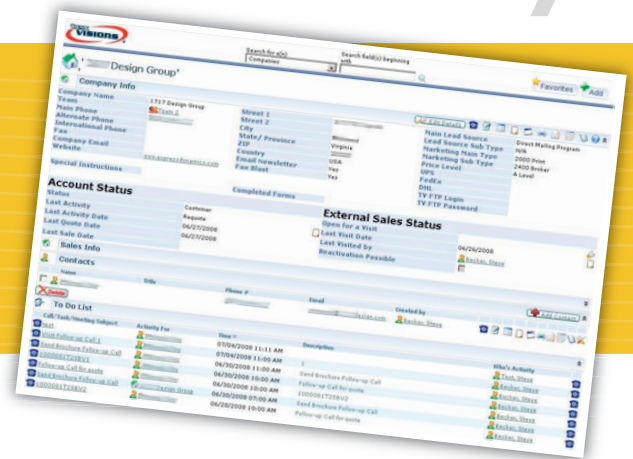




Case Study

"We have been very happy with our WorkXpress CRM. It's increased our productivity by at least 30% and everyone on the system finds it very easy to use and learn."

- Marcel Ruhland, Tex Visions President



Need

Tex Visions needed an advanced customized CRM tool to manage their fast growing list of clients, opportunities, and marketing initiatives.

Solution

WorkXpress provided a fully customized, advanced CRM that delivered a customer portal, lead tracking, automated quote generation and much more.

Success

Tex Visions has enjoyed a 30% gain in productivity levels and sales have increased through a more focused sales pipeline and structured lead tracking.

WorkXpress Delivers Advanced CRM Tool that was Fully Customized to Ensure No Lead be Ignored

Tex Visions is one of the world's leading custom printing facilities. Located in Pennsylvania, the company has quickly moved from an early phase start-up to an industry leader in custom flags, banners, displays and hardware.

With more than 1000 customers around the world and more than 20 employees using an off-the-shelf customer relationship management (CRM) tool, the company decided to seek out a more powerful cloud based software solution to handle and consolidate their fast growing business interests.

Marcel Ruhland, president of Tex Visions, said, "Our former CRM was great, but not particularly sophisticated. With sales growing so quickly, our sales team required a higher level of automation for follow-ups and tracking leads; in addition, the needs of management to create complex reports on sales activity. Our goal with a new CRM was to make sure no lead fell through the cracks. Every customer opportunity was and still is important to us."

In the process of researching products, Marcel looked at everything from SugarCRM and Salesforce to completely customized software from an independent developer.

"My job is to run our business successfully and to provide the tools that make our employees efficient. When I was reviewing the many CRM options, I kept coming back to WorkXpress. They had the ability to deliver an advanced CRM with all of the consolidation features we needed, but without any of the fluff. The others would have required additional developer time and expense. With WorkXpress, we found a friend in the software industry that provided security and enabled us to place our platform on the cloud of our choice," said Ruhland.

As part of their implementation, Tex Visions chose to have the professionals at WorkXpress build their CRM solution based on a strict set of criteria to ensure sales and marketing team success. The features

“WorkXpress provides a very flexible platform with the ability to create highly functional fully customized business application software that can power your entire business. Our 5GL, non-programmatic Platform as a Service answers real world needs while saving companies time and money.”*

- Treff LaPlante, WorkXpress President and CEO



selected and built using the easy to use, 5GL*, non-programmatic, WorkXpress platform as a service (PaaS) included; lead tracking, automated alerts for lead follow-ups, scheduling capability, e-mail integration, voice over internet (VoIP) call integration, outgoing VoIP call integration, fax integration, custom quote generation, and complex sales and marketing reporting.

“One of the things WorkXpress provided that has been extremely helpful is the VoIP call integration. When one of our customers call, the software recognizes the phone number and automatically pulls up their information. For outgoing calls, we need only click a customer phone number and our customer is on the line. No more dialing,” said Ruhland about one of his favorite WorkXpress CRM features.

In addition to these features, a customer account portal was created to provide high-quality customer service. The portal, accessible by any customer with an internet connection and browser, allows uploading of files, downloading of catalogs, ability to check on rate quotes, and additional reseller tools.

“It was important for us to use the power and accessibility of the internet to provide first rate customer service. With our customer account portal, we’ve done that,” said Ruhland.

Ruhland continued, “We have been very happy with our WorkXpress CRM. It’s increased our productivity by at least 30% and everyone on the system finds it very easy to use and learn. Even more important than the productivity gains, we’ve found that sales have increased substantially because the platform provides greater focus on follow-ups and sales pipeline tracking.”

** 5GL - A fifth generation software language requires no programming and offers full visual control*

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About WorkXpress: WorkXpress is the world’s most functional PaaS (Platform as a Service) without programming. It provides more software and better features at a lower cost than its competitors. The platform offers non-programmers the ability to create limitless sophisticated business applications using five building blocks in an intuitive, drag and drop, point-and-click, secure, web-based environment. WorkXpress eliminates the need for coding, data modeling and database querying, while automating common systems administration tasks like maintenance or disaster recovery. These capabilities are all possible without purchase of additional hardware or software.

Additionally, WorkXpress offers full integrations with other applications and the latest web-based technologies; some examples include Skype, FedEx, Google Maps, currency conversions, Google language translation, FTP services, IMAP email services, and many more. New integrations can also be easily created on the WorkXpress platform.

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