

Olympus

Sprinx CRM as an integration platform

Result

Olympus has acquired a reliable solution, comparable with robust CRM systems of the world's leading vendors – but with a significantly lower investment. Sprinx used its Helpdesk, CRM and Knowledge base modules and created a new system specially according to the requirements of a demanding customer.

Sprinx has demonstrated that it is a reliable supplier and integrator of business systems and has proven itself to be successful in continuous development of its own products which can be integrated with all enterprise systems.

Basic Project Information

In 2003 Olympus opened the European Customer Support Centre (ECSC) in Prague. ECSC deals with all questions and complaints and its goal is to continue improving the quality of the service which even before exceeded the common customer care in the consumer goods segment. For the new Prague ECSC, Olympus needed a system which is capable of connecting the information necessary for dealing with questions and complaints and displaying this information to the technical specialists quickly and at the right moment.

Challenges

- One of the most complex projects in the area of customer service in the Czech Republic.
- Integration of several large systems in one place.
- Continuous long-term project from which Sprinx gains extensive know-how.

Goals



Integration of applications, programs and supporting systems in one place for more effective work of a customer center.



Allowing the customer center staff to fully attend to the customer and provide them quickly with answers and solutions which best suit their needs by reducing the number of the applications used and by accelerating and providing access to the necessary data and information in a well organized form.



Maximizing the quality of services provided by the customer center staff.



Solutions

In the project for Olympus, Sprinx CRM was not used as a common CRM system but rather as an integration platform. This platform ensures inter-connection of systems and allows acceleration and improvement of the quality of work of the customer center. Sprinx CRM 7 is connected to the SAP system and other supporting external systems such as the service center tools, the global e-shop, IBM Lotus Notes, Cisco IP telephony, Knowledge base system (product catalogues with accurate product parameters) as well as to the MyOLYMPUS community network. Consolidation of the necessary information is provided by the connection of the external modules with modules developed by Sprinx, namely Sprinx Helpdesk, Sprinx CRM and Sprinx Knowledge base.

Sprinx CRM provides the customer center specialists with information not only on who the customer is they are speaking with, but also the related information to allow them to effectively deal with the customers' questions and requests. The specialists are thus able to satisfy the customer more quickly, without bothering them with additional questions about the details or without having to spend a long time searching for this information in other applications. After receiving a phone call from the customer, CRM will find a match in the records and display all relevant available information from all sources pertaining to the customer's request. The system thus offers a comprehensive overview and guide for effective communication with the customer. The new CRM solution which is implemented in Czech and English is currently used by 45 employees of ECSC.

An example of the quality services provided by Olympus is the Sprinx Helpdesk ticketing system for registration of the clients' service requests. Sprinx Helpdesk is connected with telephony, and a new ticket is automatically created during the call. The connection with the Sprinx CRM system ensures display of the customer information.

The requests are entered into the system by the employees of the customer center based on the phone calls, or e-mails are automatically placed in it. The database will display information on the customer and the product to which the request is related, where the product is, and whether it is being repaired (or whether it can be repaired at all). The customer center employee can also help the customers with the selection of a new product if the customer is unsure. All information on the products is found in the Knowledge base.

About Olympus

Olympus is the world's leading manufacturer of optical and digital precision technologies offering innovative solutions for state-of-the-art healthcare systems, digital cameras and scientific solutions. Olympus products are indispensable in diagnostics, prevention and treatment of diseases, in research support, and for the expression of artistic freedom in the documentation of everyday life.

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Sprinx Systems

Sprinx has been on the market since 1996, throughout which time it has specialised on CRM and tailor-made commercial systems. The company's objective is to provide the customer with the complete and mutually integrated technological solutions that are required to succeed within the digital economy. We offer customers the creation and implementation of Sprinx CRM, robust e-shops and portals with the very latest marketing tools or application hosting and IT outsourcing. Sprinx is also a prominent supplier of IT solutions for the pharmaceutical industry and HPC (High Performance Computing) products.