

Maximizer Enterprise Customer Success Story



SALES **MARKETING** **CUSTOMER SERVICE & SUPPORT**

Atlantic County Utilities Authority

CRM Initiative Helps Utility Company Connect with Customers



ACUA

Industry: Services

Location: Egg Harbor Township, New Jersey

Web: www.acua.com

Number of Licenses: 30,
Maximizer Enterprise eCRM

Key Benefits

- ✓ 360-degree customer views
- ✓ Improved customer satisfaction levels
- ✓ Improved customer service and reporting processes
- ✓ More accurate responses to callers
- ✓ Easy integration with Microsoft applications

“Using Maximizer Enterprise we plan to change the way we do business by improving the efficiency of workflows and customer service business processes.”

*Richard Dovey, President,
Atlantic County Utilities Authority*

Introduction

The Atlantic County Utilities Authority (ACUA) was formed in the late 1960s to develop a comprehensive approach to wastewater management. Environmental regulations and the deregulation of the solid waste industry in the mid-90s resulted in increased competition, leading the Authority to diversify its operations and array of services, which now includes more than 45 contracts with municipalities, businesses, and private haulers to provide collection services; sales of recycled products including landscaping materials and recycled plastic lumber and furnishings; and disposal at a double lined landfill facility. The ACUA also maintains a New Jersey State Certified water and wastewater environmental testing laboratory.

Problem / Challenge

The utilities industry has become increasingly competitive in recent years, with many providers offering a range of services rather than the traditional model of one supplier for each service. As the number of players in the market has grown, customer retention has become even more important to this industry.

Historically, client information wasn't shared across departments at ACUA, with only the recycling group using Maximizer Enterprise to track customer service calls. This framework had a number of limitations. Although information was held electronically, each database was run independently of the others making it impossible for cross-departmental teams to manipulate the content to create reports showing the status of an account at any given time.

This meant that account queries were time consuming: a variety of account records had to be searched to obtain the full client picture. This problem was exaggerated by the fact that information could not be replicated to all databases simultaneously. The outcome was that numerous views of the customer could exist and be accessed by multiple account handlers at any point in time without the information having first been synchronized. Richard Dovey, the President of Atlantic County Utilities Authority explains, “Our customer service was a disjointed effort that frequently resulted in lost calls or poor tracking of who called and why they called. Our records served primarily as an electronic card-file rather than a sophisticated client management tool.”

The Maximizer Enterprise Solution

With so many records held in different departments, a single solution was needed that would migrate the existing records from their original sources to one integrated solution. It was essential that the new tool could deliver advanced functionality to eliminate lengthy search processes and ensure efficient, instantaneous communication among office-based and remote users.

Atlantic County Utilities Authority was familiar with Maximizer Enterprise and was impressed with its ease of implementation. Wintec Group, Inc., a Maximizer Software Certified Solution Provider, assisted with the upgrade and deployment of Maximizer Enterprise, which included remote access for ACUA's employees and Crystal Reports for more accurate reporting.

“We hope to see less ‘forgotten’ calls by placing accountability on employees to provide a higher level of customer service”

*Richard Dovey,
President Atlantic County
Utilities Authority*

About Maximizer Enterprise

Maximizer Enterprise is a proven, affordable CRM solution that helps small and medium-sized businesses succeed with an integrated suite of software tools to attract prospects, win new customers, and increase repeat business. With the lowest Total Cost of Ownership in its class, Maximizer Enterprise is quickly deployed, simple to use, easy to administer and has the functionality businesses need to build successful, profitable customer relationships throughout sales, marketing and customer service & support.

About Maximizer Software

Maximizer Software Inc. provides proven and affordable customer relationship management (CRM) and contact management solutions that help small and medium-sized businesses increase sales and win new customers, streamline marketing to attract new prospects, and enhance customer service & support to increase repeat business. Maximizer Software has helped over 7,500 Maximizer Enterprise™ customers and more than one million Maximizer™ users grow their businesses by building profitable customer relationships with award-winning solutions.

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Maximizer™ The CRM Company

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Implementation

“Having made a serious commitment to upgrade everyone to Maximizer Enterprise, it was essential that Wintec understood our expectations. We needed to understand the full capabilities of the product so we could commit to a clear return on our investment. We were looking for a partner that not only understood the product but possessed the necessary skills to tailor it to our business and deliver training to our Recycling Group,” said Dovey.

Wintec demonstrated skills in each of these areas and was selected on the basis of these criteria. Wintec was able to provide a CRM solution tailored to ACUA's business and support future expansions of the system.

Wintec managed the development and installation of the project from start to finish. Both parties appointed a designated Project Manager to ensure that timelines were adhered to and deadlines were met. Workshops were used to identify the needs of the system. As a result, Maximizer Enterprise was configured and customized to provide ACUA with a single customer view in any given place at a specific time.

“Thanks to our Business Partner, we've had a very smooth implementation process. We are pleased with how Maximizer Enterprise integrates with our Microsoft applications and have plans to integrate it with the Microsoft Sharepoint Portal Server,” said Dovey.

One challenge Dovey faced was user acceptance and it was a challenge for one team to adopt a more structured case-based approach to recording customer service calls over their older, but more familiar, disjointed methods. However, Wintec worked closely with ACUA to resolve these issues and Dovey is encouraged by the initial positive comments he's received on the new business processes. “We hope to see less ‘forgotten’ calls by placing accountability on employees to provide a higher level of customer service,” he said.

Once the data migration was complete, Wintec worked with the Recycling Group to provide training for all of the users. As a result of understanding the features and functionality of the system, ACUA is better placed to retain its competitive position in the marketplace.

“Using Maximizer Enterprise we plan to change the way we do business by improving the efficiency of workflows and customer service business processes. Given how easy it is to use, and its ability to expand throughout our organization, we fully expect Maximizer Enterprise will generate measurable increases in revenue, market share and customer satisfaction,” states Dovey.

Awards



For more information:

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