

Maximizer Enterprise™



Ames Bros. Distributors Ltd. Complex customer projects become easier with the help of Maximizer Enterprise

"Maximizer Enterprise is the best way we've found to organize our business functions and manage our projects and customers. Doing business is definitely easier now, but most importantly, we're able to deliver on our customer promise of fast and efficient service!"

*- Duigan Mitchell, Corporate Marketing Manager,
Ames Bros. Distributors Ltd.*

Ames Bros. Distributors Ltd.

Industry: Distribution

Location: Mill Bay, BC

Web: www.ames-bros.bc.ca

Key Benefits

- ✓ Improved customer service levels with quick access to historical projects and quotes
- ✓ Increased sales person productivity
- ✓ Improved speed of handling both projects and quotes
- ✓ Saved time with automatic data entry from their web site
- ✓ Provided management with real-time sales and pipeline information



Ames Brothers' mission is to be Western Canada's leading supplier of ceramic tile products. The Company's offerings combine the traditions of delicate handcraftsmanship with the modern-day innovations of production technology. To help its customers - builders, architects, developers, and home improvement retailers - succeed, Ames Brothers wanted to be able to surpass the quality and price expectations with fast and efficient service.

Problem / Challenge

Ames Brothers was using a conventional paper filing system to track their customers and projects, which resulted in the slow delivery of proposals and inefficient tracking of customer projects.

Furthermore, Ames Brothers' personnel in the Calgary and Winnipeg offices weren't able to access the same customer information as those in the Vancouver head office, even though customers were often shared between locations. Sales people were forced to search through paper files for information on previous jobs, and often ended up repeating quotes on projects. They were all using completely different strategies to approach and deal with customers, and management was left in the dark with little access to information on upcoming sales, or why certain deals were lost.

The Maximizer Enterprise Solution

With the assistance of Alpha Pacific Technologies, Ames Brothers installed Maximizer Enterprise in its three offices and provided comprehensive training for its sales and marketing staff. By implementing Maximizer Enterprise and establishing process rules, the productivity of sales people has increased and made their procedures much more efficient.

With their new system in place, sales people throughout their offices are now able to access the same customer information to better collaborate on projects. Most importantly, each new customer project, such as an architect designing a new hotel, is entered as an 'Opportunity' into the system with a lead representative from Ames Brothers assigned to manage it. The Opportunity Manager enables the sales rep to track all information and correspondence with the architect plus everyone else involved including: designers, consultants and builders. In conjunction with this, they are now

able to document the strategy they used on a successful sale or project, for other sales people to use afterwards.

Maximizer Enterprise has also enabled Ames Brothers' sales personnel to more easily meet customer needs resulting in increased customer satisfaction.

"We are making a better impression on customers because we have immediate access to information on past projects and orders," said Duigan Mitchell, Corporate Marketing Manager of Ames Brothers. "We are now more consistent in preparing quotes for customers, and can deliver them a lot faster."

Management is also now able to see how many projects are in the pipeline and what stage they are at, so as to better anticipate quantities required from the tile manufacturers. With the Company's sales team using the Opportunity Manager to document why some sales were lost, management can also make business adjustments as necessary, whether related to price, product inventory, or service.

Mitchell said, "Maximizer Enterprise is the best way we've found to organize our business functions, and manage our projects and customers. Doing business is definitely easier, but most importantly, we're able to deliver on our promise of fast and efficient service."

"We are making a better impression with customers because we can immediately access information on past projects and orders. We are now more consistent in preparing quotes for customers, and can deliver them a lot faster."

- Duigan Mitchell, Corporate Marketing Manager, Ames Bros. Distributors Ltd.

About Maximizer Enterprise

Maximizer Enterprise 8 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 8 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 6,000 Maximizer Enterprise™ customers and more than one million Maximizer™ users grow their businesses by building profitable customer relationships with award-winning solutions.

Attract
Projects
Win
New Customers
Increase
Repeat Business

Awards



For more information:

Locate a **Certified Maximizer Business Partner**

Phone: 1-800-624-4153

Or contact **Maximizer Software** directly:

Phone: 1-800-804-6299

E-mail: sales@maximizer.com

Corporate Headquarters

Americas	Europe, Middle East, and Africa	Australia	Asia
+1 604 601 8000 phone	+44 (0)1628 587777 phone	+61 (0)2 9957 2011 phone	+852 2598 2888 phone
+1 604 601 8001 fax	+44 (0)1628 587778 fax	+61 (0)2 9957 2711 fax	+852 2598 2000 fax
info@maximizer.com	info@max.co.uk	info@maximizer.com.au	info@maximizer.com.hk
www.maximizer.com	www.max.co.uk	www.maximizer.com.au	www.maximizer.com.hk

Certified Maximizer Business Partner



© 2005 Maximizer Software Inc. All rights reserved. Other brands and/or products used may be trademarks, registered trademarks, or registered service marks of their respective owners.

Maximizer™