



piaX[®] CRM

Efficient contact and project management for successful process handling at NetterVibration!

Customers of NetterVibration worldwide benefit from the sophisticated solutions in the area of Vibration technology. The high level of application expertise and the „Made in Germany“ seal of approval are particularly well received by the world market leaders in the chemical, construction or mechanical engineering industries. The innovative industrial vibrators for conveying, loosening or sieving bulk goods and compacting concrete can be exposed to extreme conditions.

The successful traditional company with its headquarters in Mainz-Kastel has its own branches in Switzerland, Poland, Spain and Australia. In addition, qualified agencies in more than 30 countries advise and support Netter customers on a global level. For a 360 ° overview of customer relationships, Netter has been using the offline-enabled CRM software solution piaX from mobileBlox GmbH for 10 years.



Short info about the project:

- Customer: NetterVibration
- ERP-System: proALPHA 7.1
- Field of application: Distribution
- Branch: Mechanical & plant engineering
- Project data: In use since 10/2009



Initial situation & challenge

It is the classic: the professionally developed product supports the growing success of a company. More employees, contacts, and orders with special requirements: businesses that cross national and continental borders. More responsibility for company management. The positive development and the resulting international success of NetterVibration can be attributed to hard work and well considered strategic decisions. One of these is the successful cooperation with mobileBlox GmbH and the introduction of the mobile software solution piaX CRM since 2009.

Reference report on the use of piaX[®] CRM module at NetterVibration!



The challenge at that time was to recognize the fast pace of the 21st century and to raise established business processes to the next level. Internal communication, increasing amounts of data and more extensive projects have required a technically efficient solution.

The focus was particularly on synchronized work between the office and field staff, the collection of project-related information within proALPHA including their receipts and company documents - without data inconsistency! In addition, there was the hurdle of accepting one's own employees when introducing new software.

The solution

Supported by piaX CRM, contact and project data are recorded at all levels: meetings are agreed, email histories are archived and appointments are agreed. As a crucial link, piaX CRM helps to bundle information from proALPHA online and offline, to channel it and to display it clearly 24/7. Special attention of the NetterVibration focused on the creation of visit reports and the provision of that information for everyone involved.

Realized achievements

Of course, this aspect also affected the introduction of piaX in 2009. The added value of the software was already obvious at that time. So the advance of trust paid off NetterVibration compared to the newly formed team from mobileBlox, already in the founding year. Initially, technical problems were communicated constructively and quickly resolved accordingly. Since then, continuous functional expansions, further training and individual adjustments have strengthened the cooperation between the two companies.

Reference report on the use of piaX® CRM module at NetterVibration!



piaX has withstood the growing demands. Since the introduction of piaX CRM including DMS, not only more visit reports have been processed and entered - the quality of the reports has also improved. This created additional potential to optimize the visit planning and to make the project-oriented work in proALPHA more efficient.

With the new, standardized data structure including a bidirectional interface, piaX replaced the originally internally developed database. This reduced the internal administrative maintenance work. At the same time, the quality of the exchange of information between the office and field staff as well as external contacts has been noticeably improved.



Incidentally, it was not only the economic added value that emerged. By reducing the number of consumables and dispensing with tried-and-tested shipping options, NetterVibration is also pleased to optimize the ecological aspect. In addition, there is the retrieval of business intelligence information.

The lists and overviews integrated in piaX do not only allow management to see key figures. Additional sales-related information, responsibilities and parts statistics are available to the corresponding employees.

With resubmissions and interpretation in the proALPHA workflow for sales projects or individual campaigns, every employee is supported in their daily work. This ensures independent and independent work in a uniform database.

piaX® CRM in global use

Reference report on successful process handling at NetterVibration!

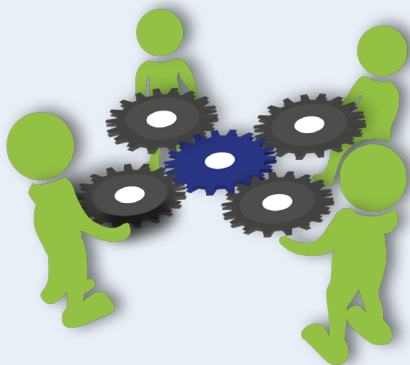


Conclusion and Outlook

NetterVibration will remain loyal to piaX in 2019 and will now complete the fourth version update. Of particular interest is the simplified linking of documents and individual contacts (including the contact person), the new piaX parts statistics and the optimized piaX-proALPHA synchronization process.



Looking ahead, the internationally leading manufacturer and service provider in the field of vibration technology is looking forward to the piaX tour planning in 2020. This enables sales to organize customer visits according to relevant features with the help of the integrated area search and route planning.



The advantages at a glance

- ✓ Extension of the proALPHA CRM standard
- ✓ Multi-tenancy
- ✓ Analytical function & graphic representation
- ✓ 360 ° overview of the customer relationship
- ✓ Selection lists and filter options

For more information, contact your proALPHA partner, on the Internet at www.piax.com or directly at:

