

## Paper-Less, LLC Improves Client and Prospect Relationships with Oncontact Software

*Manufacturing software provider gains increased visibility with Oncontact CRM to improve and initiate relationships*



Paper-Less, LLC designs, develops, markets and supports manufacturing execution software for shop floor and warehouse applications. Its solutions provide extensive functionality and are adaptable to an array of environments with the ability to run alone or integrate with an ERP system. To date, Paper-Less has solutions installed in over 600 locations in 14 countries around the world.

When developing its systems, Paper-Less always incorporates customer requests and feedback in order to design the most efficient, profitable manufacturing solutions. Further, the company also prides itself on providing excellent customer service. In order to gain increased visibility and further improve customer relations, Paper-Less decided to implement a customer relationship management (CRM) system. The company selected Oncontact Software's Oncontact CRM because it was an easy-to-use, affordable solution that provided the functionality necessary to improve customer strategy to better serve customers and prospects.

"Before implementing Oncontact CRM, each person was in charge of their own accounts and relied on their email application to track all customer information, activities and opportunities," explained Damian Stojovic, help desk analyst, Paper-Less, LLC. "With Oncontact CRM, we now have a system that houses our information in one centralized location to ensure that we consistently meet our customers' requests and maximize our relationships with both existing and potential clients."

### An Encompassing View

Since implementing the solution, both the support team and sales and marketing team use Oncontact CRM on a daily basis to manage their relationships. The support team uses it mainly to track system information, while the sales and marketing team uses it to track efforts, and log opportunities with current and potential customers.

However, both teams use it daily to log every activity, ensuring that complete visibility for each client's account is available at any given moment. Doing so also enables the staff to monitor active engagements and the interest level of its prospects more closely.

"Every email or phone call we make or receive is now logged into Oncontact," said Stojovic. "It's a great way of tracking every interaction between the company and the customer. It helps us provide excellent customer service and make certain that each client is satisfied. It also enables us to execute a proper follow-up strategy to take advantage of promising opportunities."

Further, Paper-Less also enjoys the ability to search through its data to find specific information regarding a particular client. This can be done on the spot by running a query. With this ability, employees can locate and access any account activity, no matter how long ago it took place, to provide clients with in-depth responses to any questions or concerns they may have.

### Challenges

- Needed a solution gain increased visibility and further customer relations
- Needed a CRM system to house all information in one centralized location

### Solution

The support team and sales and marketing team use Oncontact CRM on a daily basis to manage their relationships.

### Results

- Paper-Less has improved visibility, customer service and productivity.
- The Paper-less staff enjoys Oncontact CRM and the functionality and efficiency it brings to their jobs.

**“Oncontact has a great support team. They always respond very quickly and provide a very personalized level of support.”**

- Christian Hollstein,  
Senior Database  
Administrator  
BroadReach Partners

"The ability to trace information within Oncontact CRM is great, and one of the most important benefits to us," added Stojovic. "Before using the solution, tracing previous activities or opportunities was often an impossible nightmare. Now, we can simply run a query that is designed to provide us with the information we need quickly. It is easy to retrieve and review information from as long as 10 years ago."

### **Documenting Essential Data**

One of the main reasons Paper-Less selected Oncontact CRM was because the solution was simple to implement and ready to use right out of the box.

"For the most part, we are using Oncontact CRM the way it came," said Stojovic. "For our sales and marketing purposes, the out-of-the-box product version complements our strategy well."

However, Paper-Less did take advantage of the customization tools offered by Oncontact to ensure the support team always collects the critical system information needed to run proficiently. It customized key fields to ensure the number of servers, computers and users are always logged. In addition, the solution prompts users to collect the name of the software, serial numbers and the expiration date of each software license.

"When communicating with the customer, we appreciate the prompts from Oncontact to ensure that we always collect the information needed," added Stojovic. "We are now confident that all data will be on file and located in one central place that is always accessible."

### **Quality Benefits and Support**

Overall, since implementing Oncontact CRM, Paper-Less has improved visibility, customer service and productivity across the organization. In addition, the staff enjoys using the solution and appreciates the functionality and efficiency it brings to their jobs.

Furthermore, Paper-Less has been pleased with the customer service from Oncontact's support team. The team has always been very helpful and prompt in responding to any inquiries that Paper-Less may have.

"Oncontact has a great support team," said Stojovic. "They always respond very quickly and provide a very personalized level of support. Overall, we are very happy with the solution."



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