

# Achieving growth by staying close to customers



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David Foster  
Commercial and Operations Director  
m62 Visual Communications

## Information sharing

Sharing customer information efficiently used to be a challenge for m62 Visual Communications, the Microsoft PowerPoint presentation specialists. With the business growing rapidly it was an issue that the company needed to address.

David Foster, Commercial and Operations Director, explains: “We had a similar problem to many companies. Each of our account managers stored their own customer records locally and there was no easy way to get hold of that information.” The choice of solution was governed by the fact that m62 has a policy of not employing its own IT team on internal projects. David Foster continues: “A non-technical, on-demand solution was required and [salesforce.com](http://salesforce.com) gave us the tools we needed.”

## About m62 Visual Communications

Liverpool-based m62 Visual Communications ([www.m62.net](http://www.m62.net)) has 40 employees offering a range of services to help companies and individuals deliver successful presentations using Microsoft PowerPoint. Since it was founded in 1997, the company has developed a specialised method that combines technology and technique to maximise the amount of information that can be retained by an audience. With offices in the USA and Singapore, and customers in over 30 countries around the world, BT is its main network and IT provider.



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Salesforce.com offered an inexpensive on demand CRM solution that was easy to set up, the key requirement being broadband internet access. All users benefit from shared access to customer and prospect information via the application. Salesforce.com has become the core m62 management-reporting tool, and its other business applications have been successfully integrated with it.

## Managing growth

Having nearly trebled its business in recent years, m62 would have struggled to manage that level of growth without the use of an effective CRM system. Now salespeople have at their fingertips, a total integrated view of their customers and prospects.

“Salesforce.com has helped us reduce costs. We estimate that we would need two more people just to manage our information without the application. It would have been very difficult to achieve the growth that we’ve seen without the ability to track sales opportunities effectively,” concludes David Foster.

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### About Salesforce.com

Salesforce.com is a web-based CRM application that enables businesses to manage their customers and sales opportunities in the most efficient way. It is completely scalable and is designed for companies of any size. Accessed through an internet browser, users do not need to install hardware or complex software, and can get instant access to critical data when they need it, online, offline and via mobile devices. With powerful features such as opportunity management, forecasting, reporting, analytics,

and dashboards, users have a complete and customisable real time view of their company’s performance.

Salesforce.com can be purchased from BT, giving customers total support across the complete experience of selecting, buying and implementing a CRM solution, from one trusted supplier. BT also offers services to ensure that a customer’s chosen Salesforce.com solution integrates with popular software like Microsoft Office and other existing business infrastructure.

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For more information visit the website: [www.bt.com/salesforce](http://www.bt.com/salesforce)

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