



Company:

Qquest Software Systems

Industry:

Software

CRM solution:

SalesLogix

Z-Firm solution:

FaxRush®, ShipRush® Server

Results:

- Sales representatives freed to spend more time on the phone
- Qquest increased its fax volume, reaching more prospects
- The shipping department eliminates manual data entry and receives fewer calls from other employees
- Sales reps now access complete faxing and shipping history on each contact record
- Employees throughout the company serve customers more effectively

“Other fax solutions would have required a lot of customization to integrate with SalesLogix. FaxRush’s direct integration with SalesLogix is invaluable.”

— Chad Johnson, Manager of Information Technology

For more information, visit us at www.zfirm.com or call (206) 812-RUSH

Success Story: Qquest Software Systems

Sales Reps Boost Time Spent Selling and Increase Fax Volume with OmniRush.

A fast-growing company, Qquest employs a team of about 35 sales representatives. With an expanding base of customers and prospects, in 2004 Qquest needed a more centralized way to manage contacts and streamline a number of activities for the sales force.

At the time, the company’s 12-year-old CRM system lacked important functionality, forcing many reps to use paper-based methods. With customer data stored in several different systems, sales reps and other departments wasted time tracking down key details.

Moreover, previous fax methods often required sales representatives to leave the phone, which took valuable time away from selling. A problematic fax server meant that reps frequently stood at the fax machine to send invoices or quotes, and limited the number of sales fax blasts. And sales reps had to interrupt calling to take order information to Shipping.

But ultimately, the lack of a centralized contact manager to show users throughout the company – and especially sales reps – recent activities with a customer or prospect affected the company’s productivity and customer service.

Faxing & Shipping: Right from SalesLogix

Working with Unison, a SalesLogix and Z-Firm reseller partner, Qquest implemented SalesLogix as its company-wide CRM solution. To address its faxing and shipping needs, identified as areas for potential time savings, the company turned to FaxRush® and ShipRush® Server from Z-Firm’s OmniRush Family of products. Though Qquest looked at a number of options, only FaxRush integrates the fax server right in SalesLogix.

“Other fax solutions would have required a lot of customization to integrate with SalesLogix,” said Chad Johnson, Manager of Information Technology at Qquest. “OmniRush’s direct integration with SalesLogix is invaluable.”

With just an introduction, users quickly began using both FaxRush and ShipRush Server in their daily workflow. Thanks to seamless integration, Qquest employees can access both fax and FedEx® shipping for any SalesLogix contact or contact group using the OmniRush Universal Client.

Significantly Increased Fax Volumes

With FaxRush, approximately 40 Qquest employees across Sales and Support tap into SalesLogix to send faxes from their desktops. With FaxRush handling its faxes, Qquest sends anywhere from 2,000 to 3,000 faxes every week – significantly more than it could send before.

Significantly Increased Fax Volumes (continued)

FaxRush has particularly simplified mass faxing. In SalesLogix, users create groups based on any criteria they choose, such as new leads or leads that haven't closed in two months. Now, Sales can more readily target these groups by faxing special offers.

The software ties every fax to the recipient's contact record in SalesLogix, giving Sales a complete record of all interaction with contacts and the ability to schedule follow-up calls easily. Even failed faxes are noted as such on the contact record. Qquest's previous fax server left no trace of fax activity.

Streamlined FedEx® Shipping

With ShipRush Server, Qquest processes shipments right from SalesLogix. Unison created a custom screen in SalesLogix that integrates with the company's MAS 90 accounting software and shows all orders placed each day. When Sales logs an order in the CRM application, the Shipping team uses SalesLogix to process the shipment using ShipRush Server. Since all the order details and contact information are already in SalesLogix, there is no need to copy or duplicate data. This frees shipping staff from having to key in details manually and lets sales reps immediately move on to the next call.

When Shipping processes the order, SalesLogix logs the tracking and shipping details in each customer's contact record. Then ShipRush pulls SalesLogix contact information to print shipping FedEx® shipping labels. The application also automatically emails shipping receipts and tracking numbers to customers.

Sales reps can more effectively answer customer inquiries about orders because shipping status and tracking numbers are always in SalesLogix history. "With ShipRush Server, everybody in the company can figure out where a package is, without having to contact Shipping," Johnson said.

Results: More Time on Sales, Complete Customer Records

With faxing and shipping integrated into SalesLogix, sales representatives spend more time on the phone and less time standing over the fax machine or running orders to Shipping. Mass faxing from SalesLogix increased the volume of faxes that Qquest sends out, allowing the company to reach more prospects.

Integrated, automated shipping eliminates manual data entry, and Shipping now receives fewer calls from other employees asking about the status of orders. Most importantly, immediate access to shipping and fax history allows employees throughout the company to serve customers more effectively and helps sales reps follow-up.

About Qquest Software Systems

Qquest Software Systems provides real solutions to today's complex employee management issues. Established in 1992, the company helps a broad range of customers enhance employee management with software and hardware solutions for time and attendance, human resources management and payroll. Qquest helps more than 30,000 customers around the world manage their businesses, in industries such as manufacturing, construction, agriculture, healthcare, education, government, retail, services and more.

Z-Firm is the "button" company. Our job is to take common tasks—like mail merge, merge fax, order entry, and shipping—and reduce them to a button. One click. The OmniRush Family includes CashRush, EmailRush, FaxRush, PrintRush, and ShipRush Server. The OmniRush Family of products is a suite of utilities every business can use. OmniRush Family members provide true CRM integration for shipping, email, fax, and print. The OmniRush Family can also be integrated into nearly any SQL based application using the database platforms already used by most companies, including Oracle, SQL Server, MySQL and others.

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