

Trustforwarding

Trust Forwarding
Copenhagen, Denmark
www.trustforwarding.com

Industry:

Travel & Transportation

Employees:

66

Oracle Products & Services:

Oracle CRM On Demand

Oracle Partner:



Rothoff Consulting
www.rothoffconsulting.com

“Since implementing Oracle CRM On Demand we have grown our revenue by 15%. Of that 15%, I would say that 7% is clearly due to our new CRM system.” – Robert Skoog, Managing Director, Trust Forwarding

Trust Forwarding Increases Revenue by 7% through Integrated Customer Relationship Management

Trust Forwarding is a Nordic logistics company with branches in Norway and Sweden and operations throughout the world. As an independent logistics company, Trust Forwarding offers tailor-made transport solutions, irrespective of whether it is dealing with a single shipment, numerous weekly transport operations, or specialist transport operations that require special precautions.

Challenges

- Provide systematic processing of customer data and sales work to create a overview of possibilities and opportunities
- Analyze the potential of individual customers within the various sectors of the transport industry to enable more effective selling
- Establish an advanced loyalty program that retains and develops customers with the greatest potential
- Shift the sales focus from occasional and/or private customers to the most lucrative customers
- Develop a detailed segmentation of customers with associated outreach plans

Solution

- Increased revenue by 15% one year after deployment of Oracle CRM On Demand, of which 7% was unequivocally the result of systematized sales work using the customer resource management system
- Produced a new monthly report including all the key sales figures and an overview of customers and prospects to create precise decision making tools
- Established a loyalty program, categorizing customers on the basis of revenue combined with the potential for their overall transport needs, thereby redirecting sales and marketing resources to the most lucrative customers
- Supported sales staff by giving them the capability to develop customer plans, visit reports in the CRM application which cut down on administrative time and enabled them to spend more time on closing deals
- Used targeted resources from Rothoff Consulting, an Oracle Partner, for effective implementation