corebridge®

integrated communications

Inapa boosts its telesales
Corebridge redesigns Inapa's client information system

inapa FRANCE

Company profile

As one of the largest paper distributors in Europe, the Inapa Group's three companies sustain a complex infrastructure supported by 480 personnel across eleven sites in a highly competitive marketplace.

3	**11**	**480**	**€480m**
companies	sites	people	revenue in 2004

The context

In order to computerise its customer management, Inapa installed an OverQuota CRM application.

The company found that centralising information was just the first stage of its effort to yield greater efficiencies. Inapa's telesales staff still needed to see dynamic on-screen displays of all customer data as soon as any incoming call was received

The stakes

Inapa sought a high-performance, cost-effective solution.

Deployment had to be simple because the CRM installation required most of Inapa's internal resources.

Ultimately, Inapa wanted to keep control over all aspects of its telephony systems independent of any telephone operator.

Why Inapa chose Corebridge?

> Compatibility
  Inapa's CRM solution is based on Lotus Notes. Corebridge offers a Notes-based solution. This avoids extra development and guarantees powerful performance and rich functionality.

> Cost savings
  Corebridge works with the existing PBX and requires no further infrastructure investment.

> Simplicity
  Corebridge couples powerful performance with simplicity of use, reducing the time needed for training and thereby allowing its staff more time to work with customers.

"During a call the client's file record is instantly displayed, showing their delivery address, billing and order history. Corebridge knows where to find and deliver this information, no matter where it is located in the system"

Background

Inapa's French operation promises next-day delivery on orders made by its customers in France. Meeting this challenge requires flawless logistical organisation from the moment of ordering to the point of delivery.

The company decided to computerise the management of its customer database and installed a CRM application. Yet in order to assure the required performance levels, Inapa still needed to bridge the gap between its computer data and its telesales channels. Customer orders, stock availability checks and delivery information were transmitted via the company's telephone system. Being the strategic tool in Inapa's success, the telephony environment had to integrate seamlessly with the computer databases.

"For each call, each telesales agent must reach critical information in less than three seconds in order to meet the client's request and to close the deal"

explains Jean-François Duportic, the Chief Information Officer of Inapa

Implementing Corebridge has made it possible to unify telephony and data. When making its choice, Inapa has favoured simplicity and efficiency.

"We were seeking a solution fully compatible with our CRM application, which did not require any further heavy hardware investment when deployed. These functional constraints should not lower the quality of the product chosen."

Confronted with highly demanding specifications, Corebridge's leading-edge application suite matched Inapa's needs perfectly and helped it to achieve its corporate goals. From the existing environment, Corebridge allowed computer-telephony integration using the CRM application chosen by Inapa.

Impressed by the demonstrations, the Inapa Group initially decided to test Corebridge on a pilot site. With a few adjustments upstream, the installation was made in less than one day.

As they receive an incoming call, Inapa's telesales team members now see all the data regarding their clients displayed on their screens (contact, order history, invoicing status, etc).

Corebridge retrieves information from wherever it is stored, without any displaying delay for the user.

Inapa's telesales team adapted to using Corebridge immediately. Since it integrates into the existing applications completely, they only had to learn a few intuitive new functionalities, which operate in their customary desktop environment.

"Corebridge has many functionalities in addition to being extremely easy-to-use. Menus are simple and intuitive and a demonstration easily replaces long and expensive training," "

concludes Jean-François Duportic.

A tangible profit

Since its low-cost installation, Inapa has acquired a performance tool that displays the customer information that is required by its telesales staff precisely and dynamically.

Since this application can be integrated to Notes, the operation does not generate any network over-traffic and does not require any capacity increase. Corebridge works with almost every existing TAPI-compliant PBX on the market, which is not the case for other solutions.

Thus Inapa's added investment in computer-telephony integration has been limited to purchasing software licences.

"Competition and the 35-hour working week limitation in France required our telesales staff to be very flexible. Thanks to Corebridge, the telesales staff instantly has all the data necessary to deal with their clients' demands"