

GVObjekt



The client

Techem is a global leader in providing energy management services for property. The company's service portfolio encompasses services for calculating and billing heat and water use via radio-controlled systems through to the analysis of consumption levels. Techem supports its customers in reducing consumption and thus does its part in protecting the climate.

The challenge

In order to meet the demands of increasing flexibility and complexity of the systems offered by Techem and to provide services which satisfy the needs of sales, the sales module of the newly created CRM system had to be re-devised. Deep integration into the complex system landscape already in place was a basic requirement for designing more efficient sales processes.

The solution

In close collaboration, Specific-Group developed a CRM application tailored to Techem's processes, which consolidates data from a range of specialist applications and makes it available to employees via an intuitive user interface.

The advantage

Techem was able to achieve the following goals through implementation of the project:

- Seamless integration into the customer's processes
- Efficient support for sales processes by viewing things centrally from the customer's perspective
- Cost savings despite additional flexibility
- Granular authorisation system

« The strong consulting skills of the Specific-Group staff made it possible for us to develop a system that matches our processes. »

Techem Messtechnik GmbH, Innsbruck