

BSI CRM for APG

“BSI CRM significantly supports our consultants in their daily work.”

Hansrudi Stamm, Project Manager APG



Customer

APG
www.apg.ch

Solution

BSI CRM system for the processing of customer and agency relationships as well as for the acquisition of new projects

Number of users

100

Type of installation

Central solution
3 languages

Interfaces

DWH, KUDA, PEDAS(-S)
Outlook, Avaloq

Contact at BSI

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APG works in a decentralized manner together with a distributed network of advertising agencies that reserve advertising space with APG customer representatives. Appointments, e-mails, phone messages, tasks and contact history were previously noted by the APG customer representatives in a variety of IT systems or on paper notes. This data was then lost when employees left the company, while reporting was only possible with a great deal of effort, which led to the company missing out on sales opportunities.

Highlights of the solution

The project team, consisting of IT and process experts from APG and BSI, evaluated and revised all the existing processes. The Opportunity Management module in BSI CRM was adapted to meet the needs of APG and reporting was simplified. New features include:

- Depiction of the entire and complex customer network, including multilevel agent relationships;
- Comprehensive, cross-channel contact management, including synchronization with Outlook;
- Entering of customer visit goals for external sales staff;
- Creation of customized offers per mouse-click;
- Adaptations and upgrades by APG specialists by means of easy configuration and parameterization (short time-to-market).

Added value for the customer

The basic framework of the new CRM system was already in place in just a few weeks; offering further advantages for APG:

- Project costs were kept under control thanks to the fixed-price offer.
- Rapid introduction and a high level of acceptance among staff.
- Gain in efficiency for daily routines thanks to central data storage.
- Expandability and new applications as well as new clients are all possible.

About APG

APG is a Swiss specialist for outdoor advertising. The company was founded in Geneva in 1900, and evolved from being purely a poster vendor to full-service provider for outdoor advertising. APG has branch offices in most larger Swiss cities and markets around 50 percent of the nation's outdoor advertising space.