



A red rectangular graphic. At the top left is the SuperOffice logo, which consists of a stylized owl icon followed by the text "SuperOffice". Below the logo, the text "CRM DAGE" is written in a large, white, sans-serif font, and "2018" is written below it in a slightly smaller, white, sans-serif font.



SuperOffice roadmap og produktudvikling med fokus på kunden

Martin Houlberg Jensen, National Product Responsible

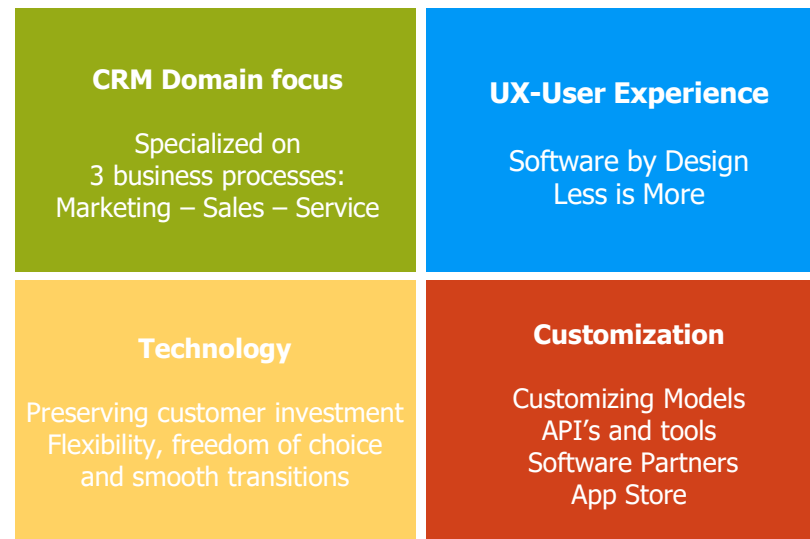
SuperOffice®

Agenda

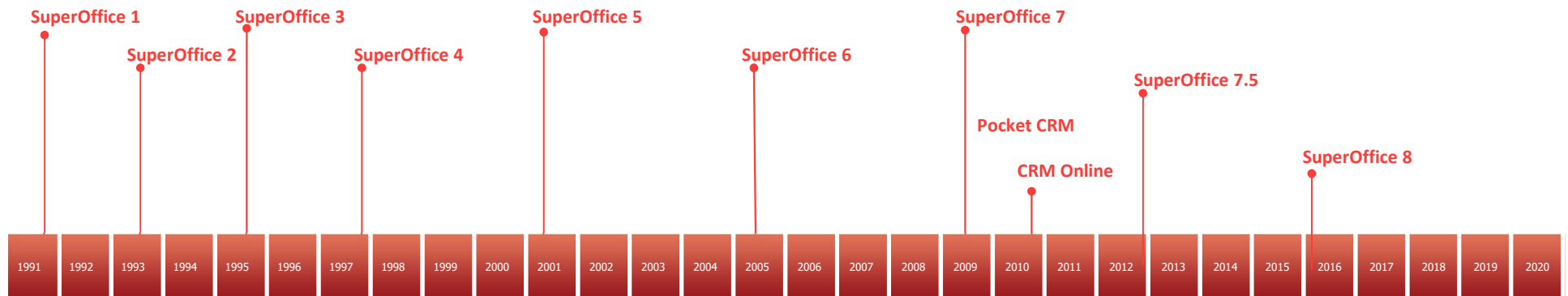
- Vores fire grundpiller
- Historisk set
- SuperOffice "2020 Vision"
- Men pludselig sker der noget
- SuperOffice 8.2
- Fremtiden



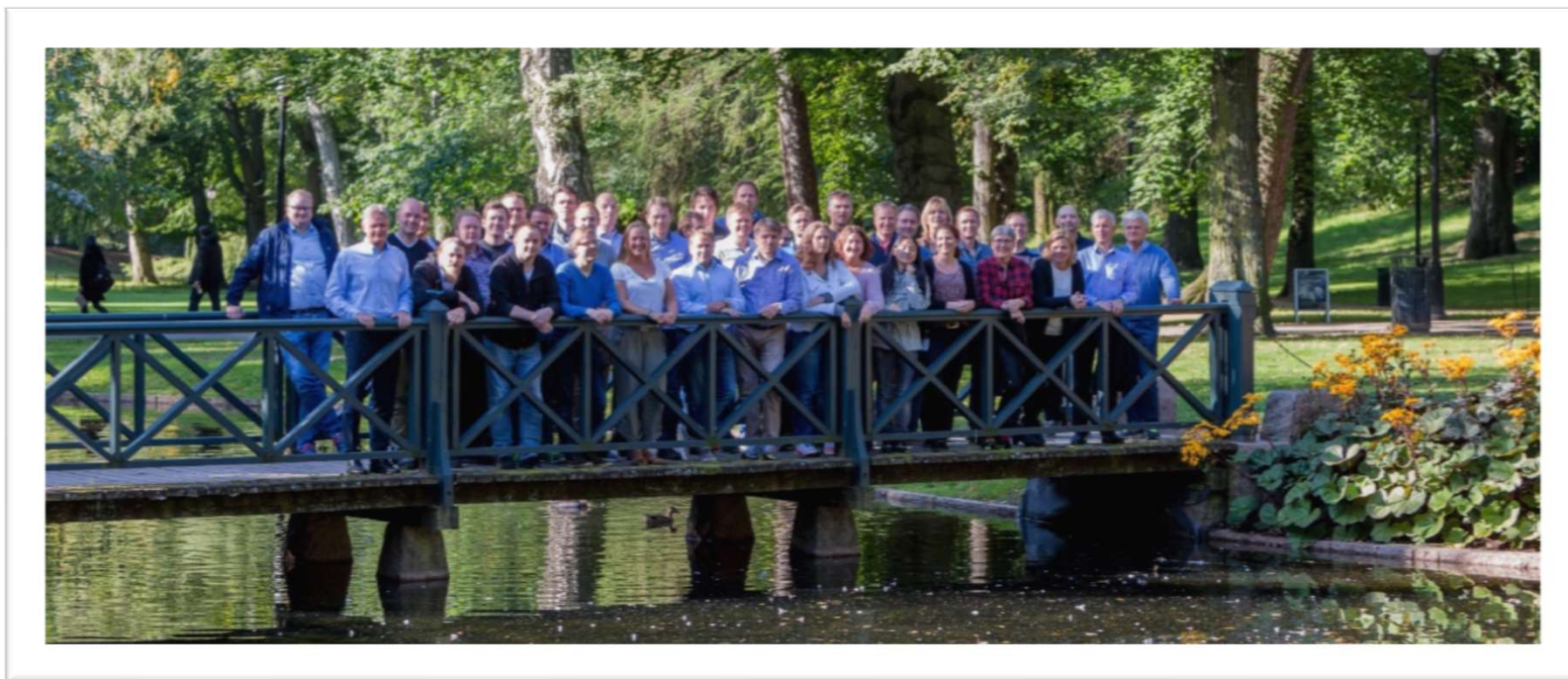
Vores fire grundpiller



Historisk set

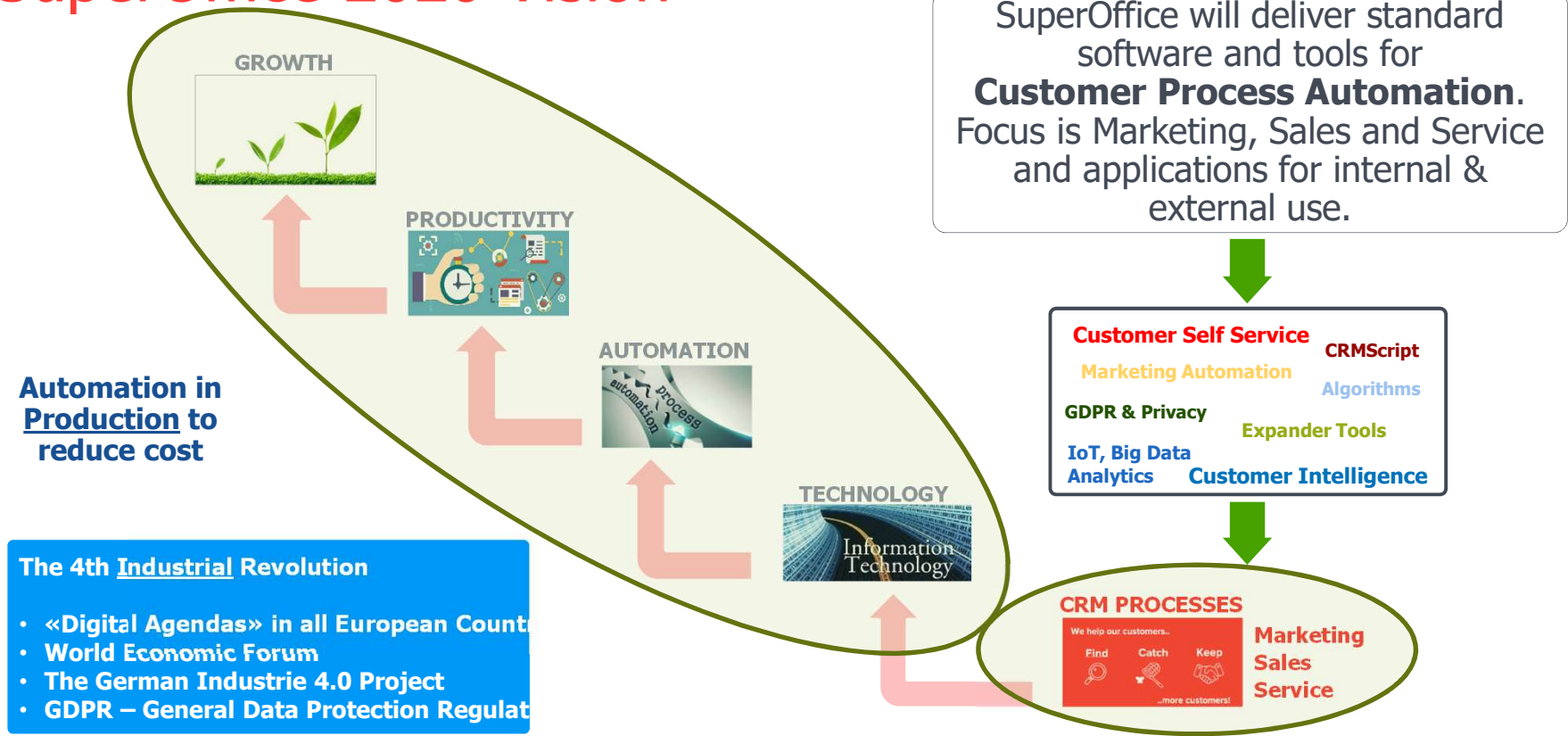


SuperOffice Product Development

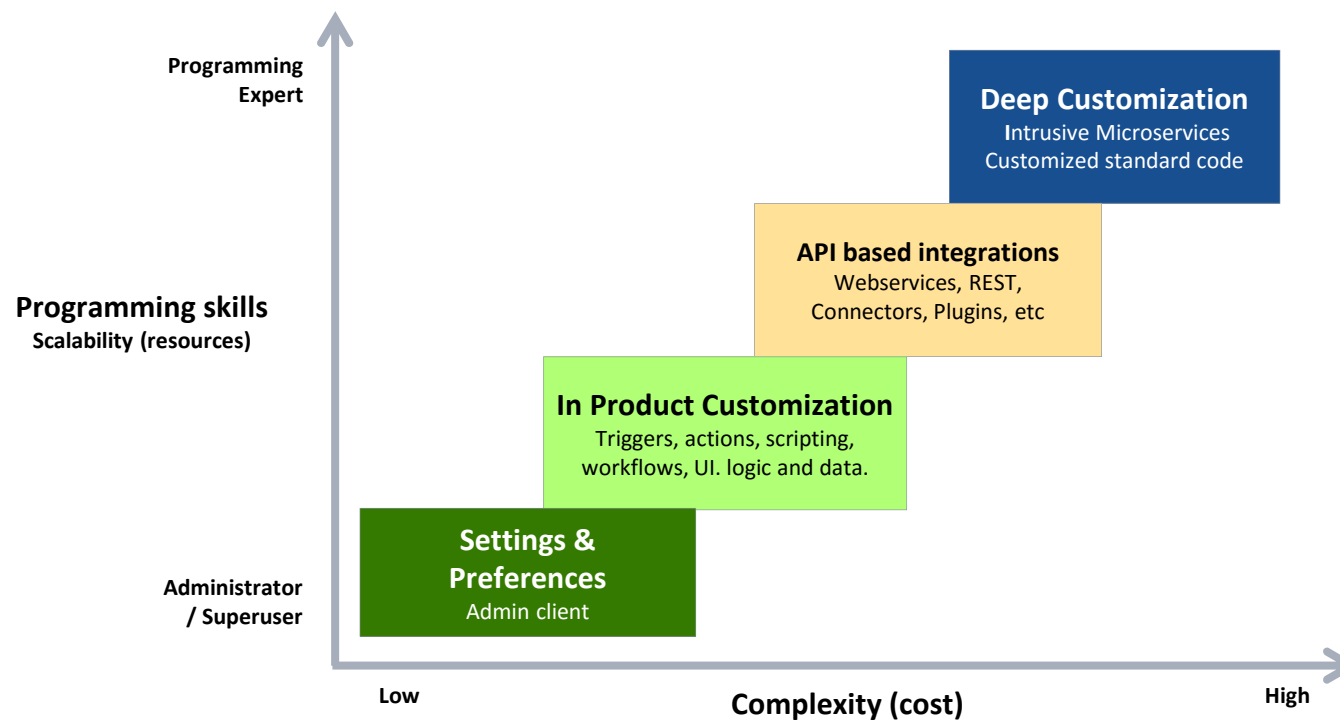


Samt lokale NPR i hvert land – bl.a. jeres talerør i "ramp-up"-faserne

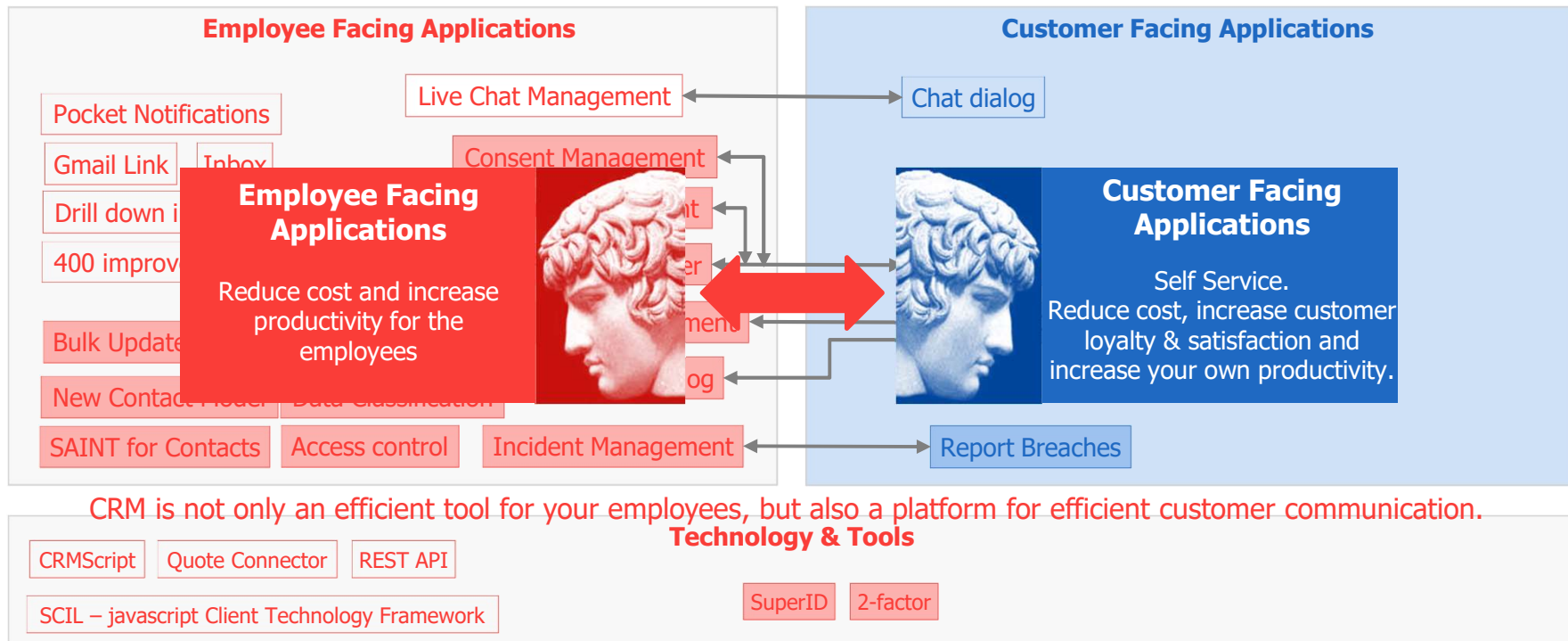
SuperOffice 2020 Vision



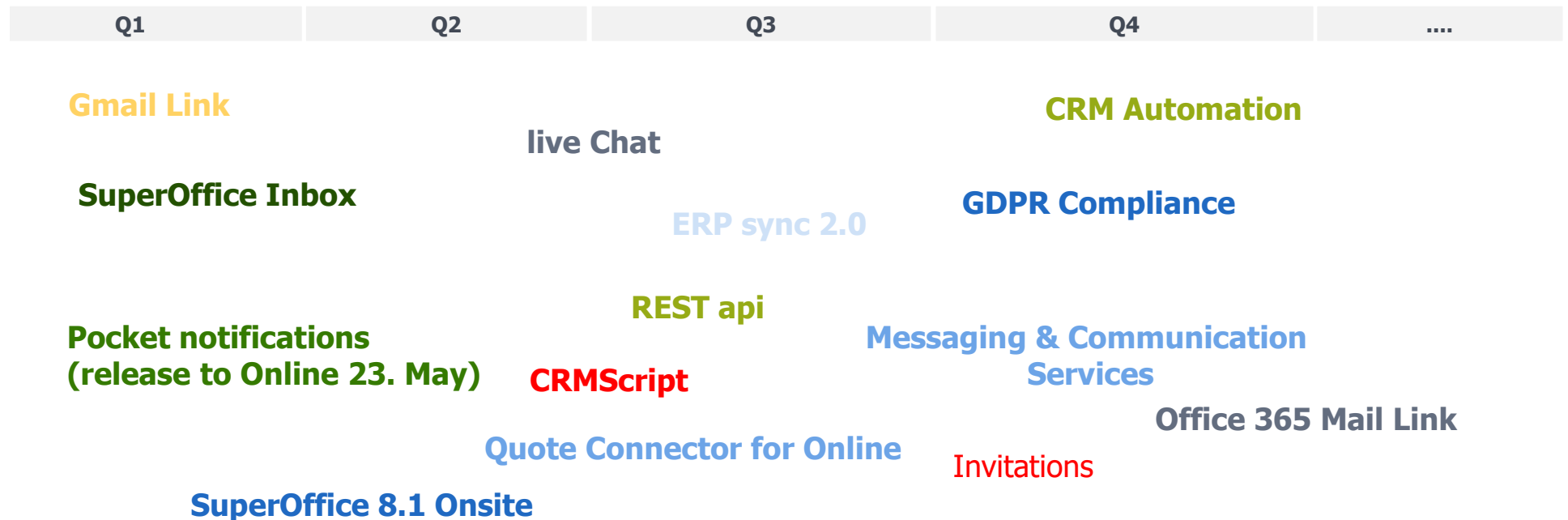
Fire veje til customisering, udvidelse og integration



Customer Process Automation



Product releases 2017



Product releases 2018



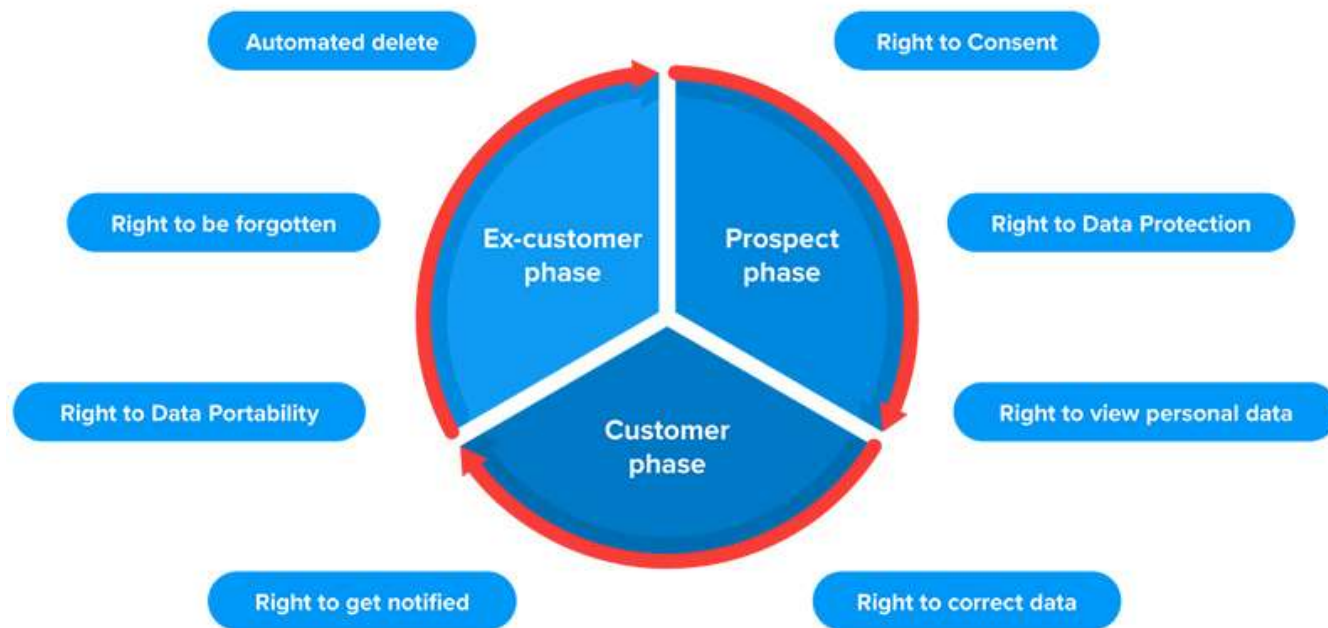
Men pludselig sker der noget

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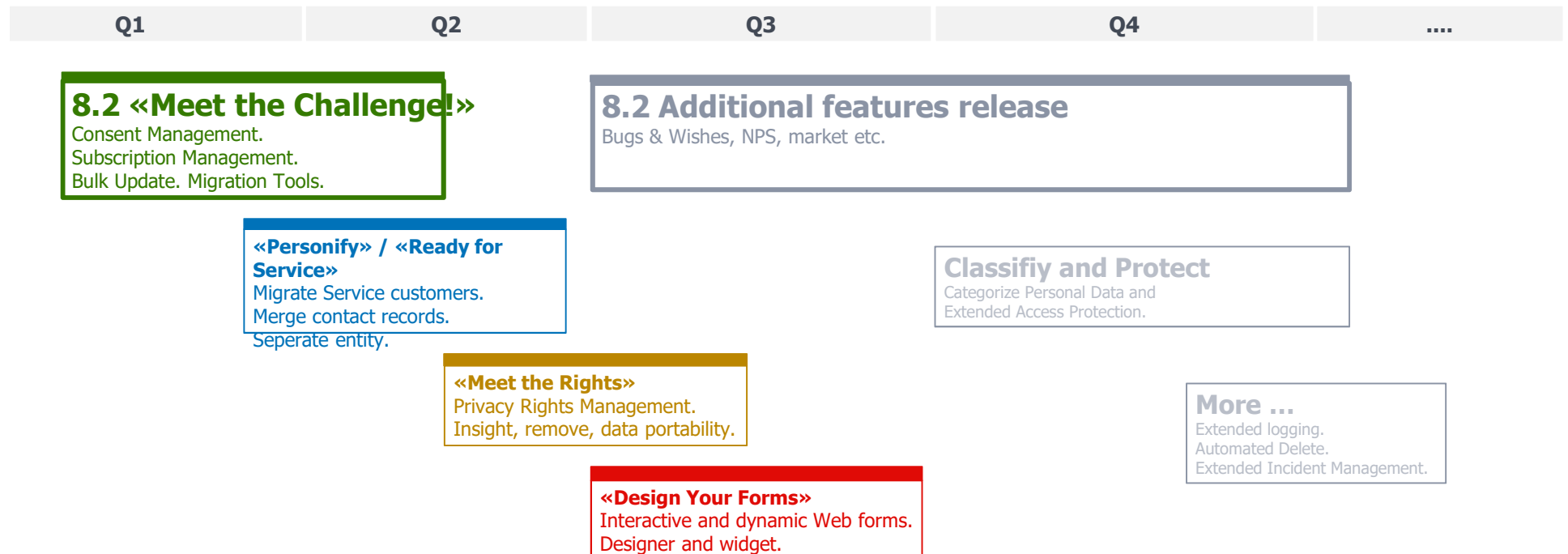


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Fra artiklen "GDPR og SuperOffice CRM"



Product releases 2018



"Personify" / "Ready for Service"

The screenshot displays the SuperOffice CRM interface. The top navigation bar includes a '+ Ny' button, a search bar, and a 'Hjælp' link. The left sidebar contains navigation icons for Dashboard, Kontakt, Person, Dagbog, Salg, Projekt, Udvalg, Indbakke, Rapporter, Udsendelse, Service, and Værktøj. The main content area is divided into several sections:

- Contact Profile:** Shows 'Martin Jensen' from 'Frodes O365 site'. It includes tabs for 'Kontakt', 'Details', 'Mere...', 'Interesser', and 'Bemærkning'. The 'Interesser' tab is active, displaying a list of interests: 'Invitation to seminar (04-04-2018)', 'Product News (04-04-2018)', and 'Reference (04-04-2018)'. There is also an 'E-marketing' toggle switch and a list of marketing items: 'Invitationer', 'Nyheder', 'Kampagner', and 'Hastemeddelelser'.
- My Recent (Mine foretrukne):** A list of recent items, including 'SuperOffice Software Limited', 'Martin Jensen (Frodes O365 site)', and 'Example: Internal project'.
- Activities Table:** A table with columns for 'Projekter', 'Relationer', 'Aktiviteter', 'Salg', and 'Sager'. The 'Aktiviteter' tab is selected, showing a list of activities:

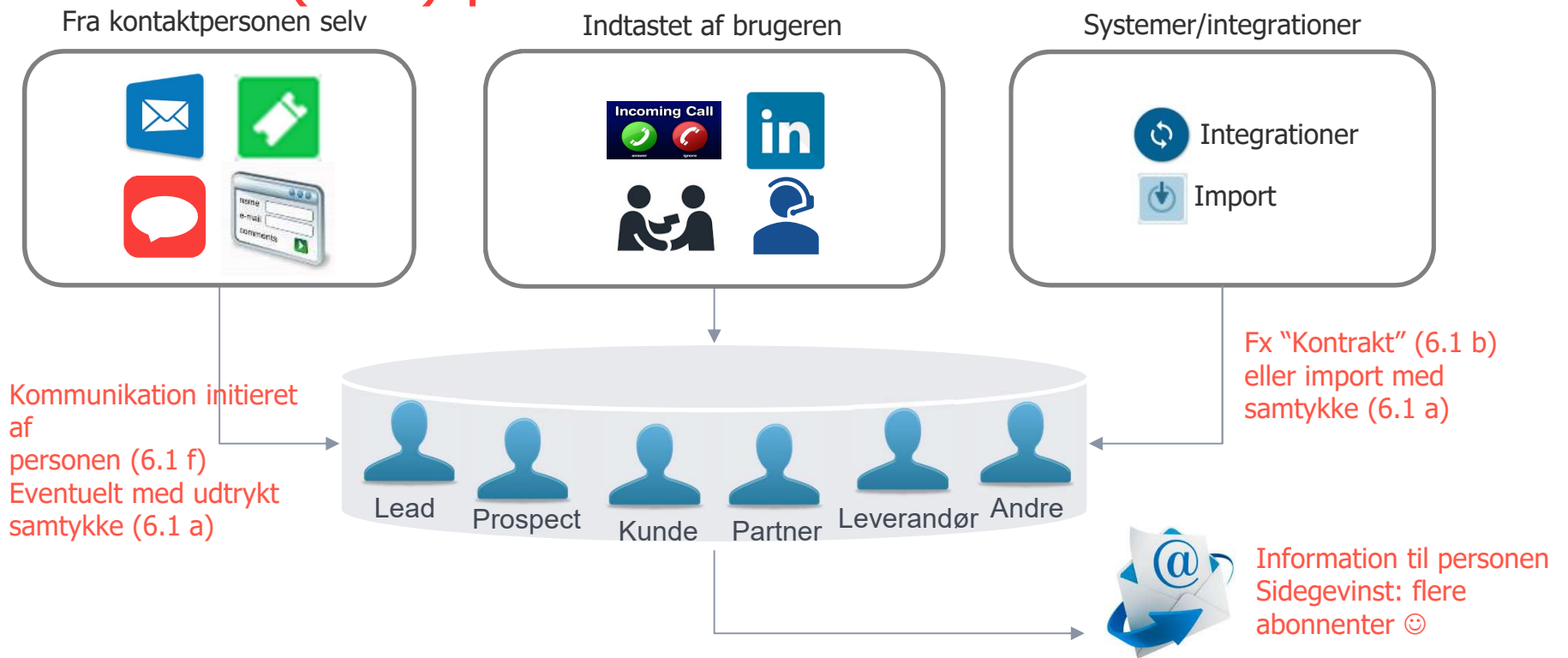
Kategori	Dato	Type	Tekst	Projekt - Projekt	Medarbejder
✓	12-04-2018	Meeting (Extern)	CRM DAGE 2018	MJ	
	10-04-2018	Meeting (Extern)	CRM DAGE 2018		MJ

The bottom of the interface features a toolbar with options like 'Tilføj', 'Slet', 'Filter', 'Eksporter', 'Chat', 'Udsendelser', 'Dokumenter', 'Opfølgninger', 'Vis antal', and 'Opdater'.

How: Legal Base, the Regulation, §6.1

- Processing shall be lawful only if and to the extent that *at least one* of the following applies:
 - (a) the **data subject has given consent** to the processing of his or her personal data for one or more specific purposes;
 - (b) processing is **necessary for the performance of a contract** to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
 - (c) processing is necessary for **compliance with a legal obligation** to which the controller is subject;
 - (d) processing is necessary in order to **protect the vital interests of the data subject** or of another natural person;
 - (e) processing is necessary for the performance of a task carried out in the **public interest** or in the **exercise of official authority** vested in the controller;
 - (f) processing is necessary for the purposes of the **legitimate interests** pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child

Hvor kom(mer) persondata fra?



Standard CRM

The screenshot displays the SuperOffice CRM interface. On the left is a navigation sidebar with icons for Dashboard, Kontakt, Dagbog, Salg, Projekt, Udvalg, Indbakke, Chat, Rapporte, Udsendelse, Service, Værktøj, Opret person, Opret tilfælde, and Notificeringer. The main area is divided into several overlapping windows:

- Personinfo:** Shows contact details for Martin Houlberg Jensen, SuperOffice Danmark A/S. It includes a 'Samtykke' button and a 'Formål' dropdown set to 'Salg og service E-markedsføring'. The 'Retsgrundlag' is 'Legitim interesse' and the 'Kilde' is 'Oprettet af bruger - med mail'. A comment states: 'Fordi vi har haft dem før den 25.05.18'.
- Rediger indstillinger for formål:** A smaller window for editing the purpose settings.
- Email Confirmation:** A window titled 'Hjerteligt velkommen' with a subject line 'Hjerteligt velkommen' and a body that reads: 'Vi vil blot oplyse dig om, at dit navn er blevet gemt i vores CRM-system. Det gør vi for at kunne betjene dig bedst muligt i fremtiden. De data, vi gemmer, er dit navn, din e-mailadresse, virksomhedsinformation, rolle og telefonnummer. Vi vil ikke dele dine data med andre, og dine data bliver gemt på en sikker måde. Du kan trække dit samtykke om at gemme denne information tilbage ved at besvare denne e-mail eller kontakte vores kundeservice. Vi vil også gerne sende dig interessant og relevant indhold via e-mail i fremtiden. [Klik her for at vælge hvilken type indhold, du er interesseret i.](#) Med venlig hilsen Martin Jensen'.

The email confirmation window has a green box around the link: 'Klik her for at vælge hvilken type indhold, du er interesseret i.'

Marketing

Person

Hr./Fr. **Martin Houlberg Jensen**
Customer Experience Manager
SuperOffice Danmark A/S

General Mere... **Interesser** Bemærkning Aktiviteter Projekter Salg Sager

Interesser

- Administrativ kontakt
- Beslutningstager (27-10-2015)
- Hilken/julekort (27-10-2015)
- Invitation til seminar (27-10-2015)
- Pressemdelelser
- Prislister
- Produktnyt
- Reference (27-10-2015)
- Salgskontakt
- Teknisk information
- Teknisk kontakt

E-markedsføring

- Invitationer
- Nyheder
- Kampagner
- Hastemeddelelser

22-01-2018 MJ
Retgrundlag: Legitim interesse

Opgave Gem Afbryd

Tilføj Slet Eksporter Tidligere ansatte antal: 5 Opdater

• Dansk

Aktive abonnemener for:
Martin Jensen martinhj@superoffice.dk

Fra nedenstående liste kan du vælge, hvilken information du ønsker at modtage fra os.

- Invitationer
- Nyheder
- Kampagner
- Hastemeddelelser

Jeg ønsker ikke at modtage email udsendelser fra jer.

Erklæring om beskyttelse af personlige oplysninger

Service

The image displays a SuperOffice interface with several components:

- Left Sidebar:** Navigation menu with icons for Dashboard, Sagsbehandling, Kunder, Udvalg, Vidensbase, Statistik, Udsendelse, Produkter, and Chat.
- Top Bar:** SuperOffice logo, a '+ Ny' button, and user profile icons.
- Main Content Area:**
 - Egenskaber for e-mailkonto:** A form for configuring email properties. Fields include: Adresse (brud@mgj.suocrm.com), Kategori (GDPR/brud@), Prioritet (Høj), Kundesprog ((Ingen)), Send ikke automatisk svar (checkbox), E-mail-felt, Svarskabelon til svar til kunde (GDPRsvar - brud@), and Foreslå FAQ-poster fra (checkbox).
 - Case List (SAGSDIO):** A table with columns: Sag, Type, Item, Mødder, Hand, Fra, Til. It lists various cases with dates and statuses.
 - Pie Chart:** A circular chart divided into segments representing different categories: Reklamation/Snevejret, Reklamation/Leveret for sent, Reklamation/Snevejret, Reklamation/Leveret for sent, Reklamation/Fragtskade, Reklamation/Fejl på varen, Projektafdelingen, Kalkulation, and Kalkulation.

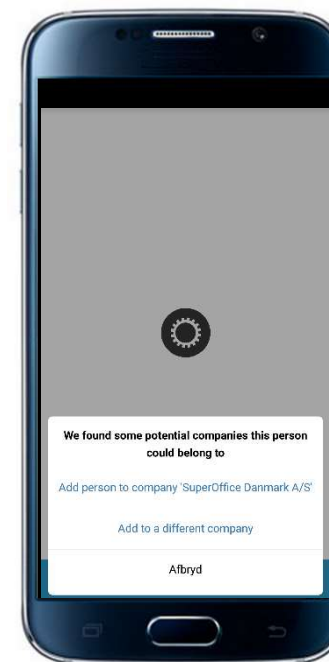
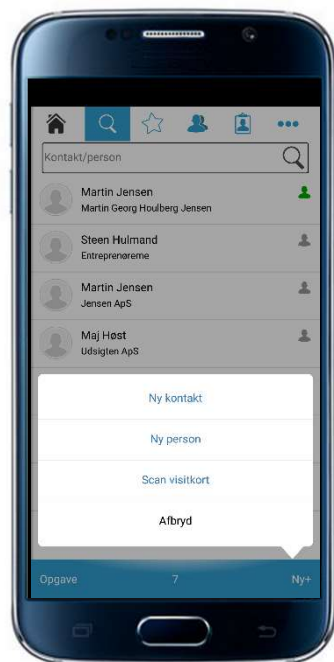
Watermark: A large red diagonal watermark reads "Med Service- eller Complete User Plan Eksempel til inspiration".

Fra webinarret om GDPR

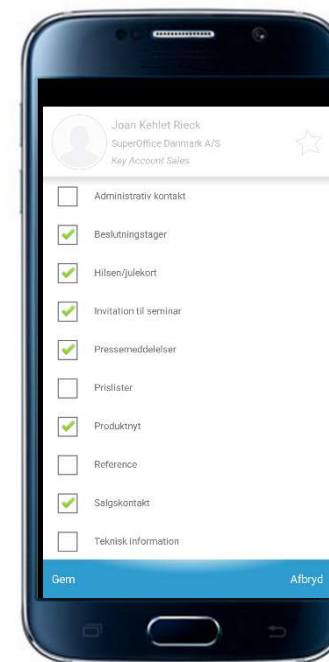
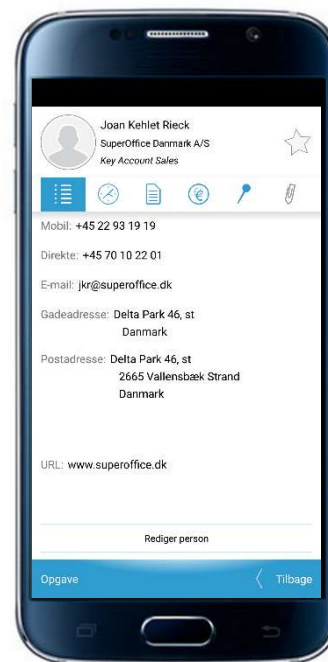
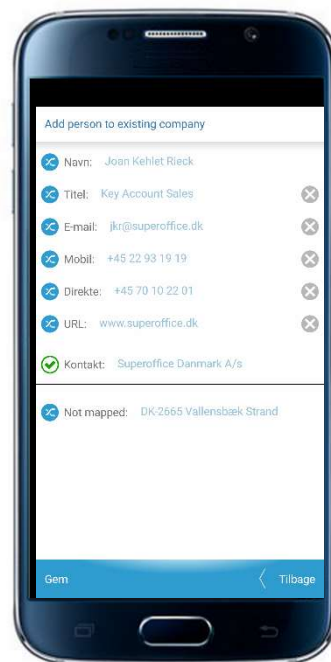
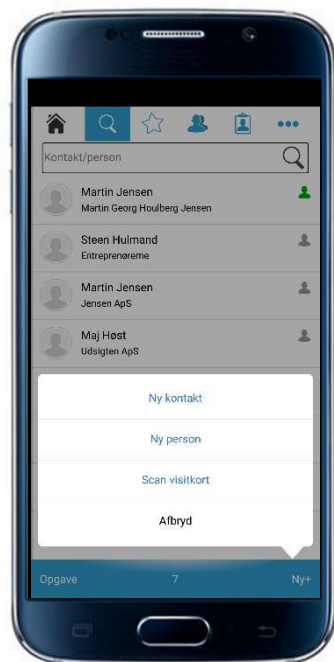
Hverdagen

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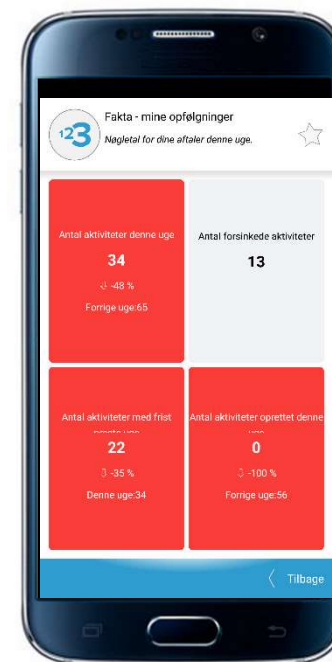
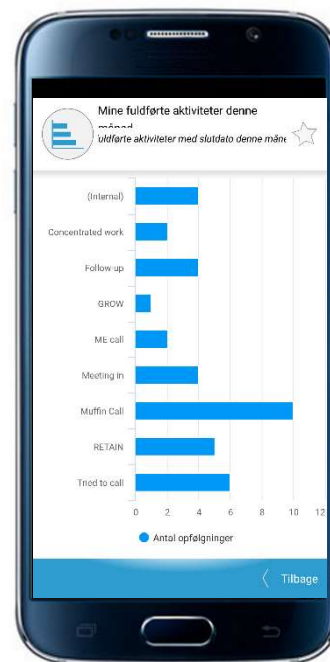
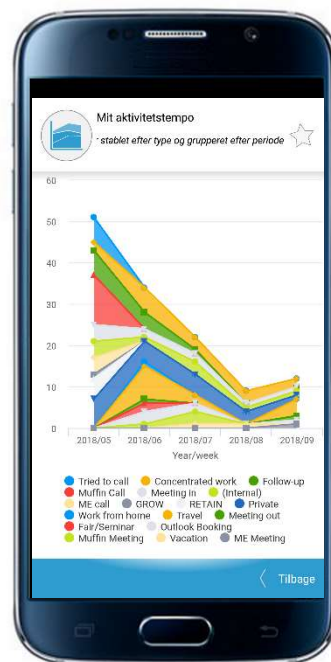
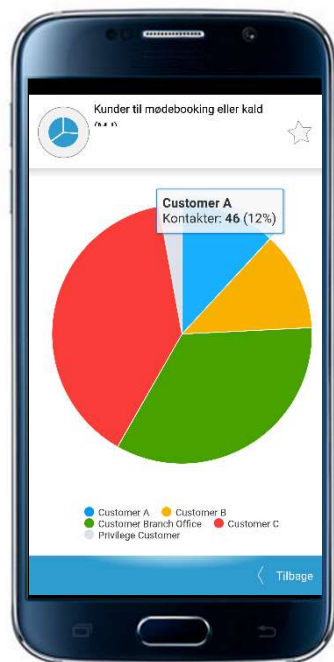
Er der en der har et visitkort?



Er der en der har et visitkort?



Og Dashboard i Pocket...



Fremtiden

SuperOffice®

<p>GDPR Compliance. CRM = Relations = Persons. Marketing, Sales and Service is all about Persons. Customer Intelligence & Automation. The new Gold.</p>	<p>Marketing Automation Major shift Sales \leftrightarrow Marketing Buyer 2.0 Automation. Drip mailings. Campaigns. Web Forms.</p>	<p>Zip Sales & Service Functional synergies. Technical synergies. Productivity synergies.</p>
<p>Customer Self Service Automation. Productivity. Employee facing vs. Customer facing apps.</p>	<p>Mobile CRM Imagine a world without laptops & PC's. What does CRM look like? "SuperOffice Mobile Expander concept"</p>	<p>App Store Business Solution enhancer \rightarrow Real value. Shopping window \rightarrow 3rd party eco-system \rightarrow Leads App Stars</p>
<p>SuperOffice Expander Platform Cloud based Platform for Customization. Different tools for different tasks. One-off & Standard Software.</p>	<p>Internet of Things What is CRM role in this picture? API's and Marketing, Sales and Service, AI & ML</p>	<p>Office Integration Cloud. Collaboration. Communication. Office 365 & Google. Email. Invitations.</p>
<p>Persons in focus Short sales cycle. Self service and online shopping. Different relations, different methods.</p>	<p>Social Networks Feeds. Notifications. Integrations.</p>	<p>Onsite Deployment Today the cloud is the preferred platform. Onsite for many years still? Is it likely that we have Onsite in 2025?</p>
<p>Online Platform & Operations Hosting focus ad changes Regions. Areas. Zones.</p>	<p>Research & Input Both Internal & External</p>	<p>Huh? Unforeseen – but we are ready ☺</p>

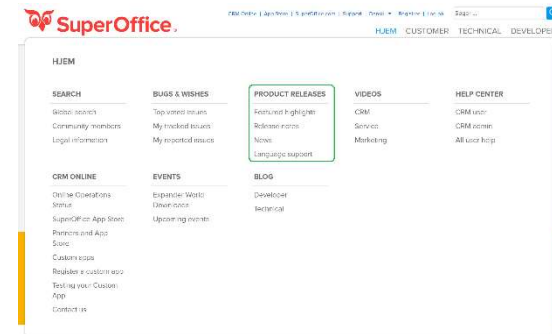
Bidrag, samarbejde og fællesskab fortsat

- Kundeportalen "Community"
- Net Promotor Score – NPS
- Erfaringsgrupperne
- Beta-programmer / ramp-up
- Customer Experience
- CRM DAGE 2018 og andre aktiviteter
- Inspiration og dialog for fælles fremtid

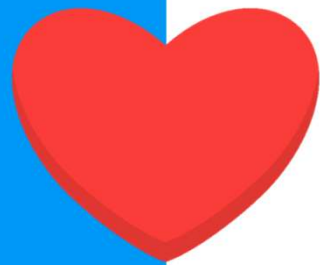


Mange tak for jeres opmærksomhed

- SuperOffice-kundeportalen [Community >>](#)
 - med bl.a. [Learn the Essentials >>](#)
 - og produktnyheder i menuen "Hjem" > "PRODUCT RELEASES"
- [SuperOffice InspirationsVideoerne >>](#)
- [Præsentationer fra InspirationsMorgener og -Videoer:
http://www.superoffice.dk/ >> EVENTS](#)
- SuperOffice erfa-grupperne på LinkedIn: "SuperOffice CRM erfa-grupper i Danmark"
- SuperOffice Danmark på [LinkedIn >>](#)



CRM DAGE 2018



På gensyn og fortsat god fornøjelse
med CRM DAGE 2018 og SuperOffice CRM

Martin Houlberg Jensen martinhj@superoffice.dk



Tak

Næste sessioner:

- Spor 1: "SuperOffice in an International Company (English)"
- Spor 2: "Business casen for migrering af SuperOffice"
- Spor 3: "Opsætning af GDPR funktionalitet i SuperOffice 8.2"

