# CRM DAGE 2019

1. Customer Facing Applications
2. Marketing (Automation)
3. Put Your Data To Work
4. Current Roadmap

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# Customer Journeys
# &
# Customer Facing Applications

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# Customer Facing Applications

is about

Digitizing the Company

Automating processes

Self Services for customers

Communication with customers

Collaboration with customers

**Improving Customer Experience**

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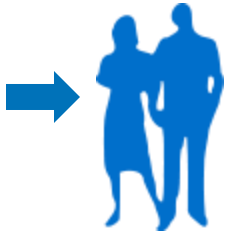
# 2 groups of users

Customer Center
Support
FAQ
Forms
Chat
Subscriptions

**Apps for Customers**
Self Service, Information,
Data exchange, Collaboration.



Your Customers
(and Leads)

**SuperOffice CRM Server**

CRM
Functionality

Data

Contact Cards
Diary
Selections
Mailings
Tickets
Dashboards

**Apps for Employees**
job productivity and efficiency.

Your Employees

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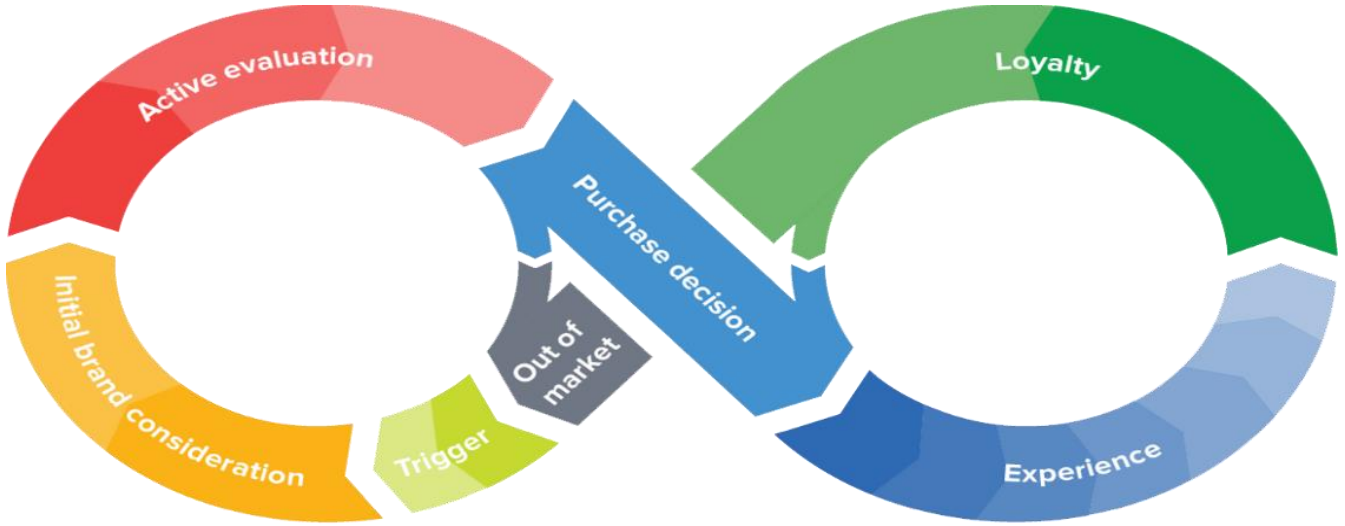
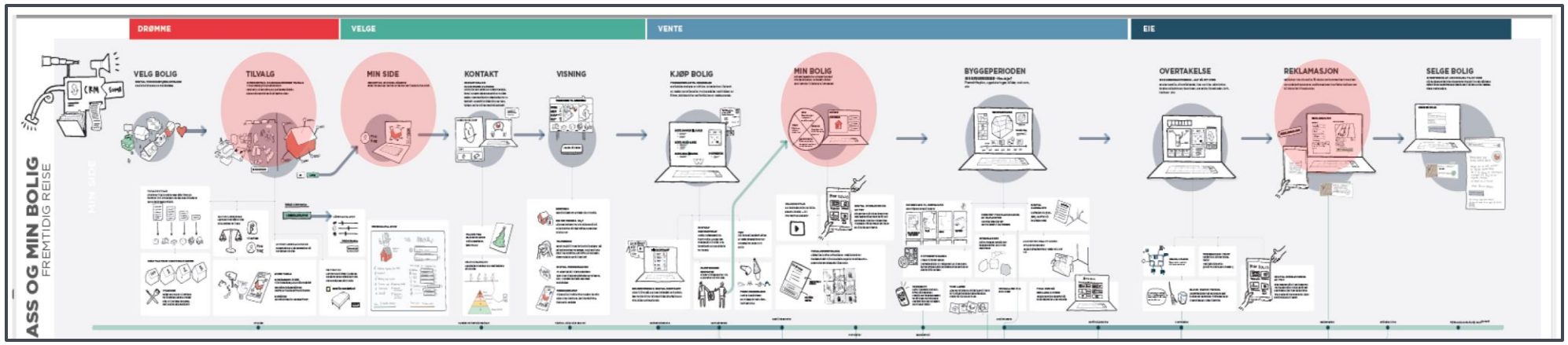
# Customer Journeys

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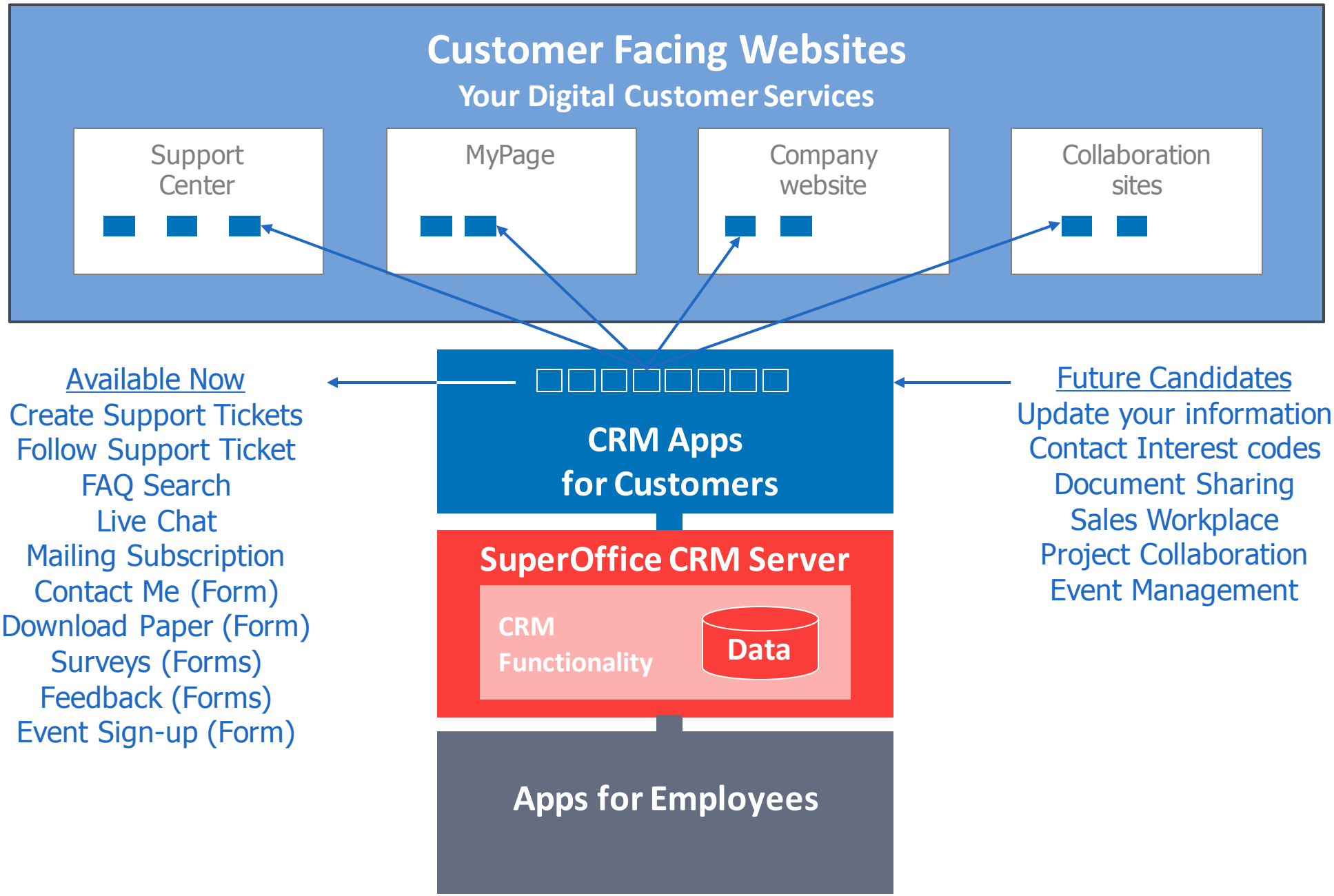
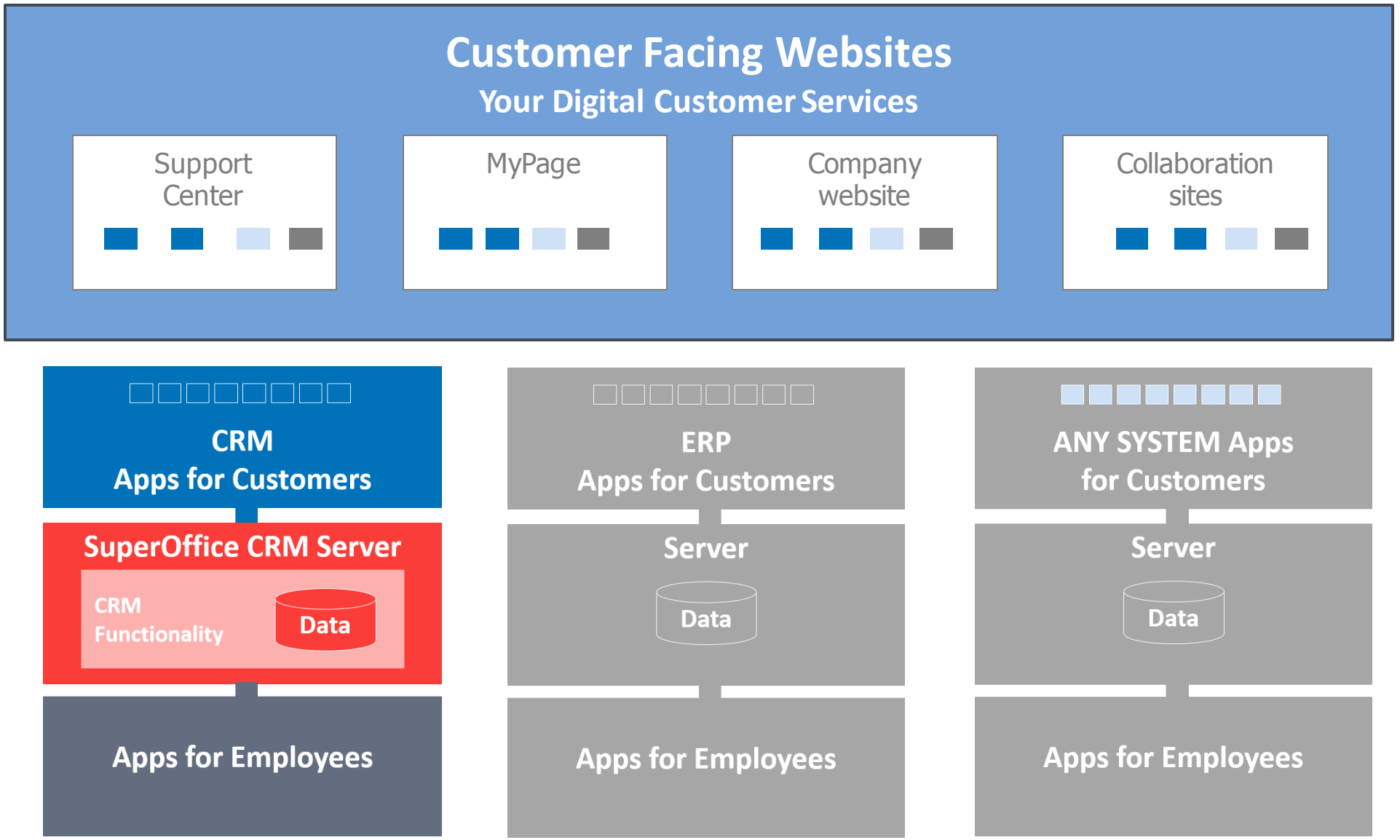
# Apps to support Customer Websites



# Apps from many systems ..

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# Marketing Automation

Incredibly vibrant market (IDC)

Make it work for our Primary Target Group

Improve what we have

Create new modules

Establish strategic partnerships

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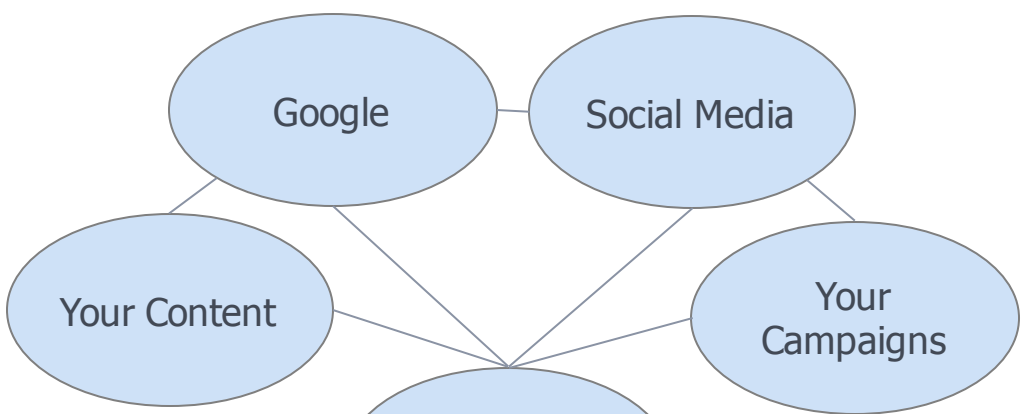
# A Marketing ecosystem – from a SuperOffice view




Contacts (Forms)

Companies

Lead Explorer

Identify Company
Enrich
Activity Tracking
Score

Unknown Lead

Known Lead

## SuperOffice CRM

Companies & Contacts
Selections
GDPR
Mailings
Lead Scoring
Marketing Flows
Template Lib
New Editor
Subscription Management
SoMe support
Forms & Landing pages

## App Store

Leadexplorer
Leadenhancer
eMarketeer
Find Prospects
LinkedIn Connector
Vainu for SuperOffice
Visma Bizweb
Bisnode
SO FastReg
Integration Cloud
Zapier

Red = available  Blue = coming

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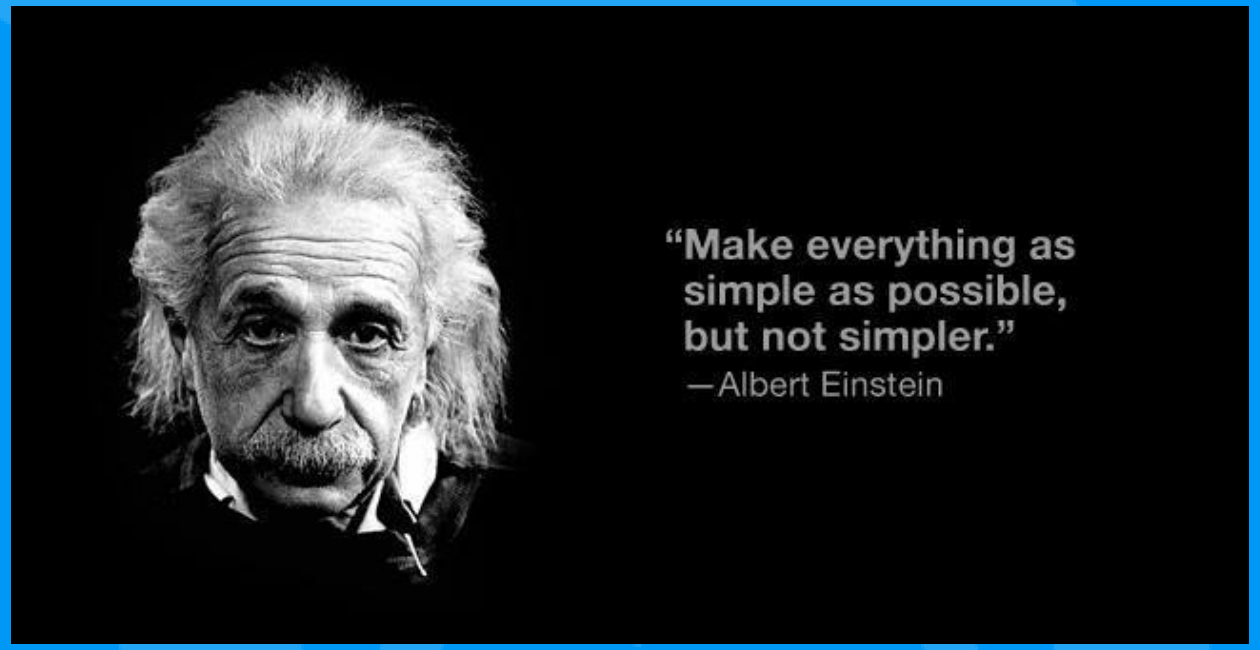
3

# Put Your Data To Work

A story about gold, purpose, big data, artificial intelligence and automation in a CRM perspective.

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# Put Your Data To Work

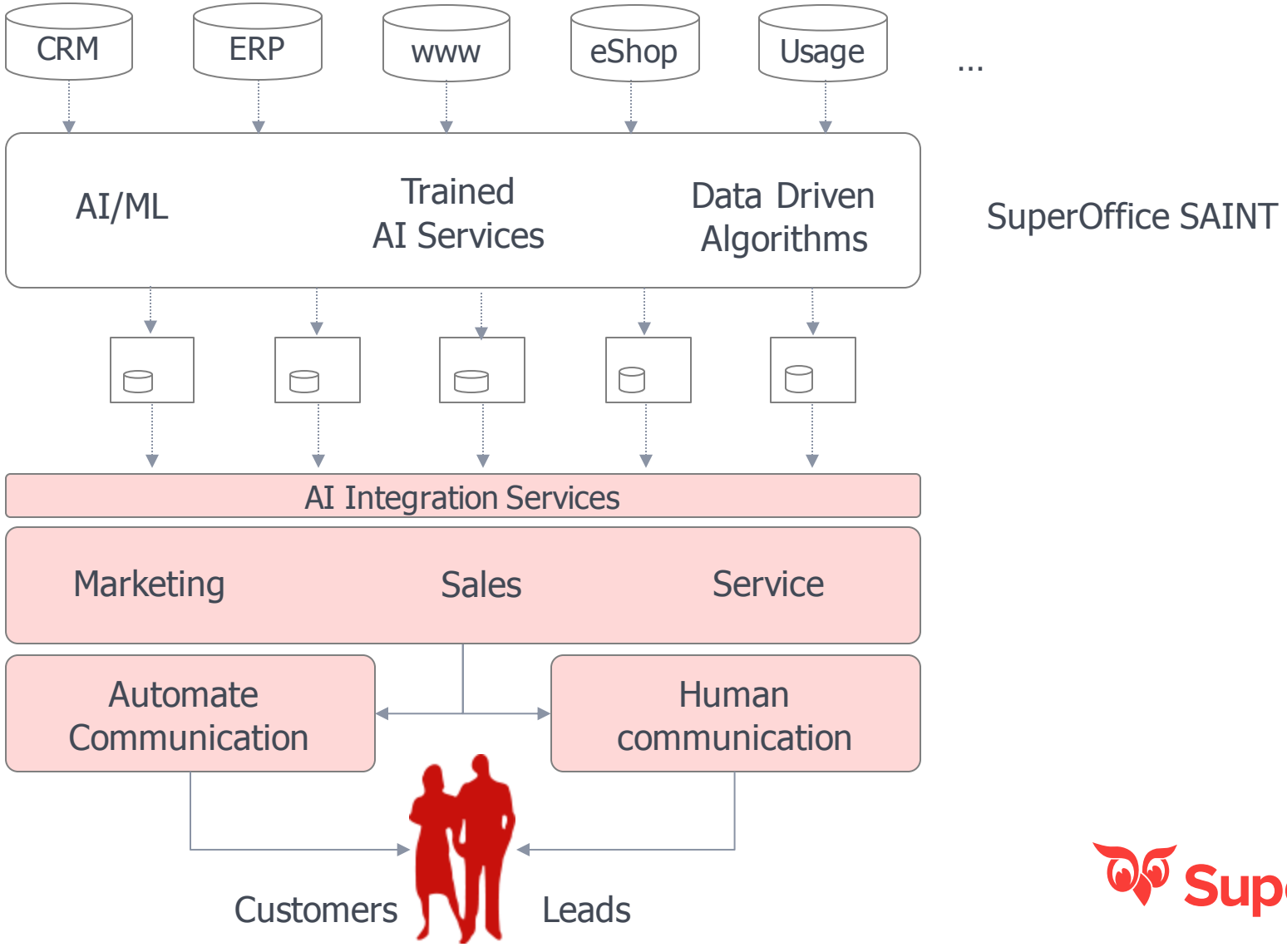
Customers
Leads
Products

Raw Data

Processing to refine

Purpose

SuperOffice CRM

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Har ditt selskap aktiviteter eller ambisjoner på disse områdene?

La oss høre om det og se om vi kan samarbeide.

# Oops – afraid of getting into this position?

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# Do you remember who wins at last?

MNN.com › Tech › Research & Innovations

## Sorry rabbit, but even scientists agree: Slow but steady always wins the race

CHRISTIAN COTRONEO

*August 29, 2018, 8:23 a.m.*

192 Tweet 27

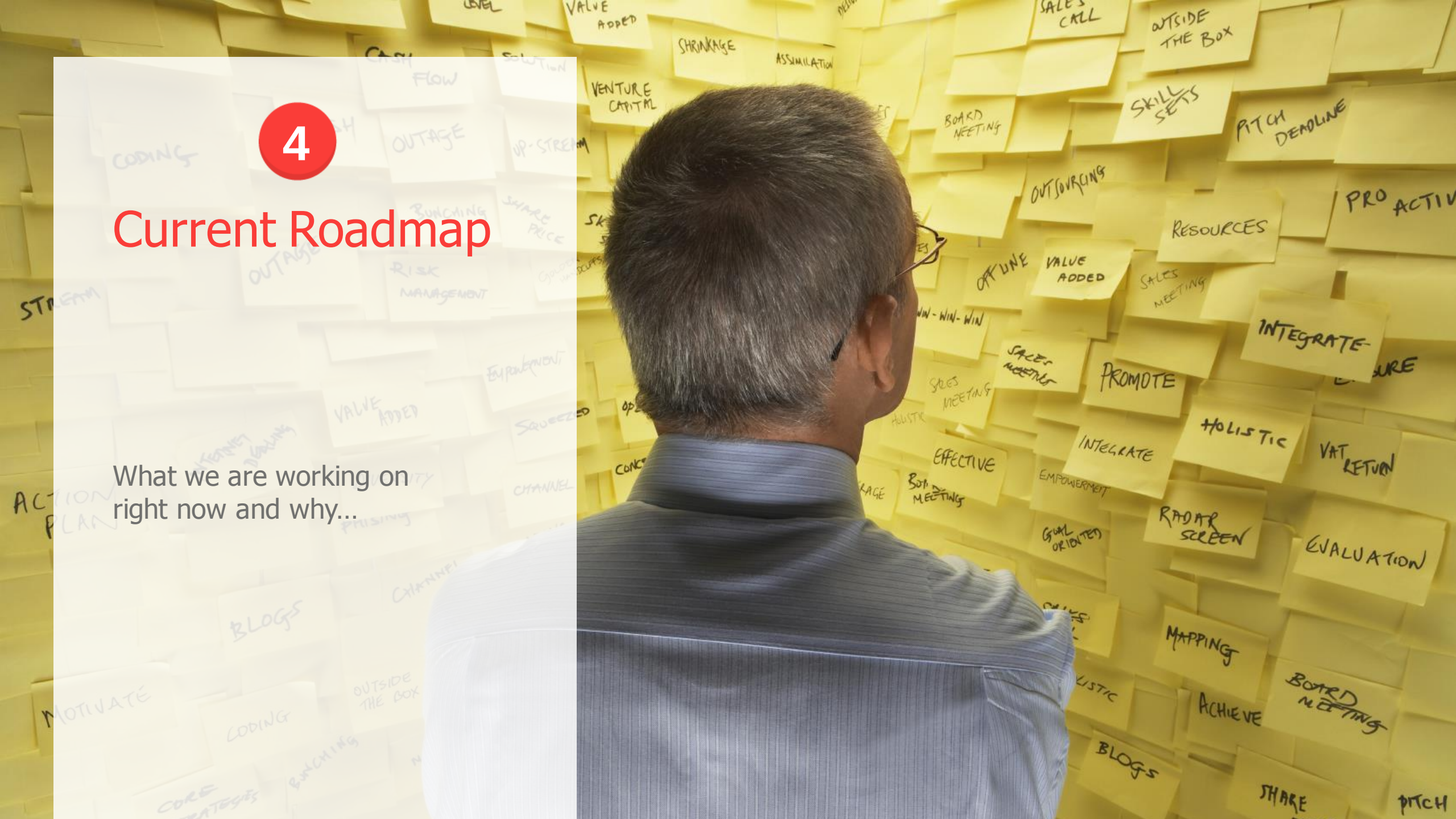
New research suggests in the marathon that is life, the tortoise (or turtle, in this case) clocks more miles. (Photo: TigerStock's/Shutterstock)

When you think of the greatest races of all time, a few postcards from the past probably flash through your mind. Maybe a horse named Secretariat who won it all at the Belmont Stakes in 1973? Or that thundering Formula 1 duel between James Hunt and Niki Lauda a few years later? How about those Boston Marathon battles between Dick Beardsley and Alberto Salazar in the early '80s?

Who recalls that barn-burner between the tortoise and the hare? Sure, that race only took place in the mind of an ancient Greek who went by the name Aesop, but while the great modern races can teach us a lot about dedication, perseverance and the virtues of having a rather large engine, "The Tortoise and the Hare" may tell us everything about animals and even vehicles on this planet.

In a study published this week, Adrian Bejan, a professor of mechanical engineering at Duke University, concludes that no one should be surprised that the tortoise triumphs over the seemingly speedier hare.

To full article

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# Current Roadmap

What we are working on right now and why...

# A quick look back …

# Releases 2017 → SuperOffice 8.1 september 2017

| Q1 | Q2 | Q3 | Q4 | 2018 |
|---|---|---|---|---|

New Inbox

Gmail Link

REST API

Notifications In Pocket

Chat

Quote connector for Online

CRM Script triggers in S&M

CDD Database technology

Drilldown in Dashboards

Common login Sales & Service

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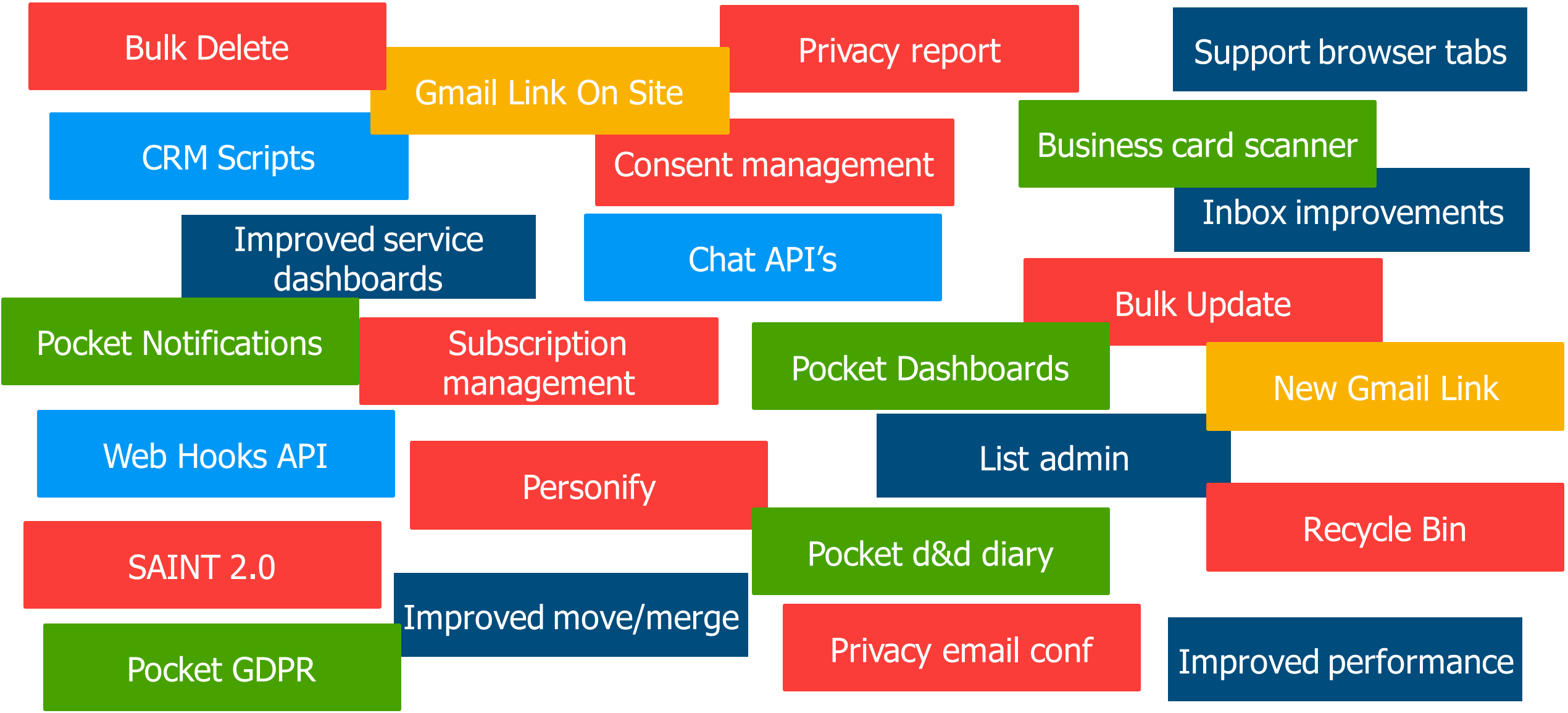
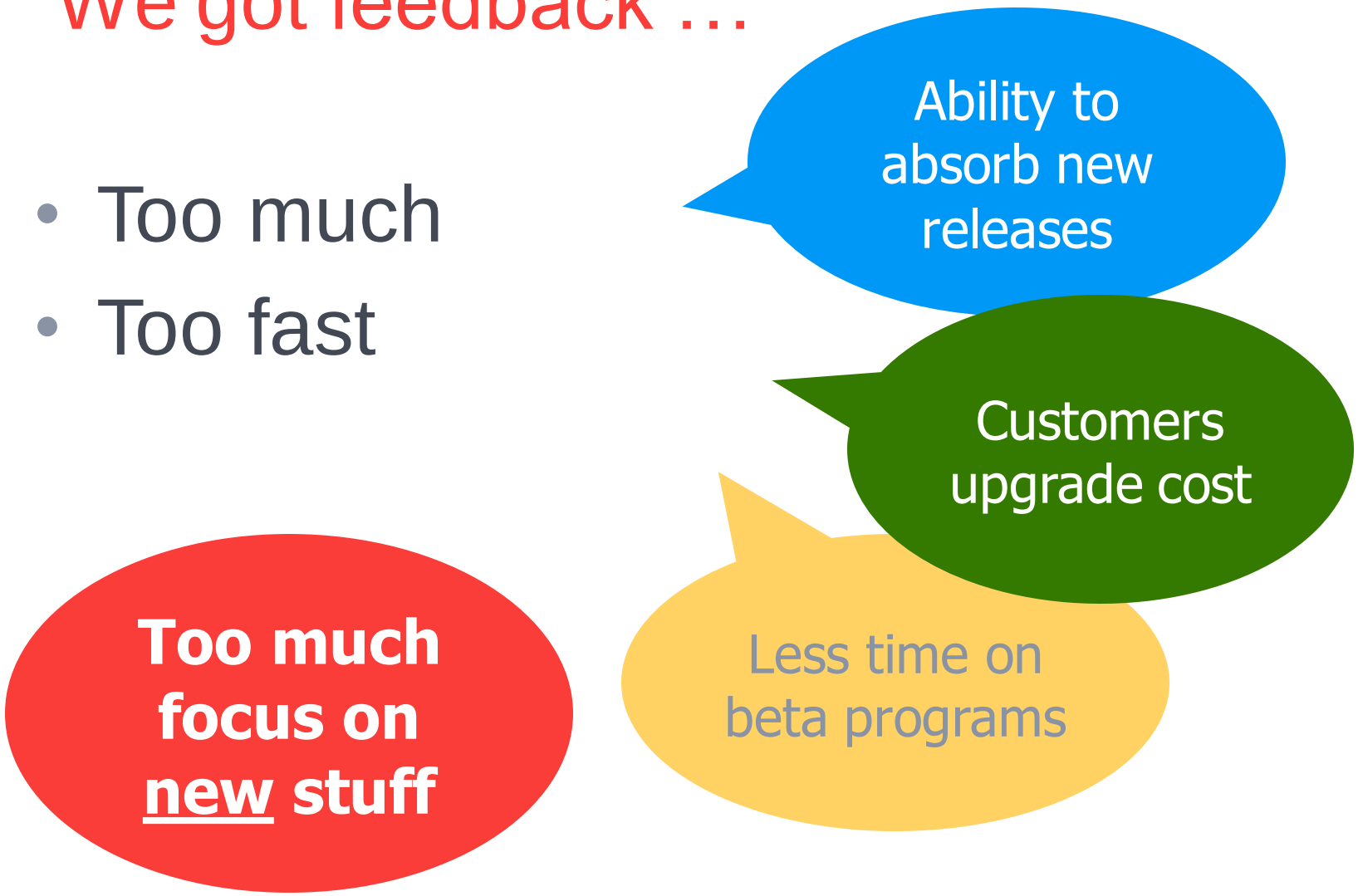
# 2018: More than just GDPR … (8.2 - 8.3 - 8.4)



# We got feedback …

- Too much
- Too fast

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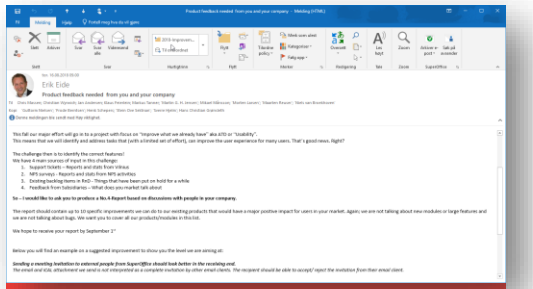
# I.W.W.H.

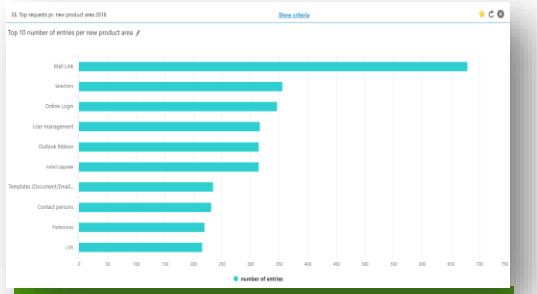
## Improve What We Have

Attention to detail.
Frequent used functions.
Usability first.

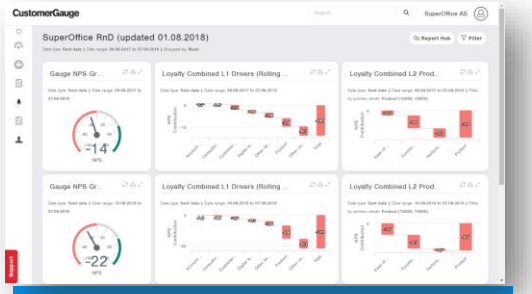
# Main Sources of input & feedback



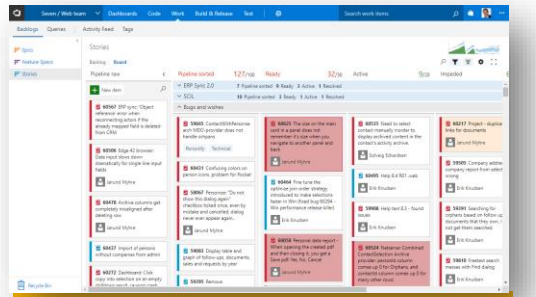
Feedback from local markets



Support statistics

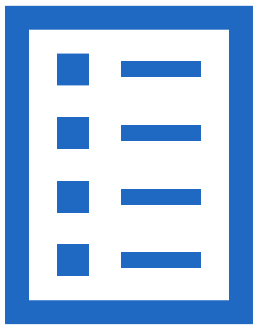


NPS Feedback loop



Existing RnD Backlog

Monitor & Measure Performance & Usage



**Prioritized Worklist**

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# New stuff coming your way …

Invitations

**Scan Business Cards**

SuperMacro

**Office 365 Mail Link**

Forms

WebTools Improvements

**Mobile UI Improvements**

**Notification Center**

Improvements in Service

Tags, Categorization, and more

**Improvements In Selections**

**Mailing Templates**
**Email Templates**

**Chat Opening hours**

User Management

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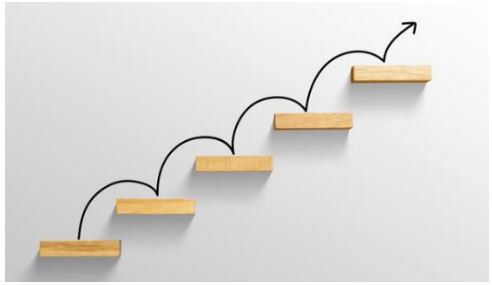
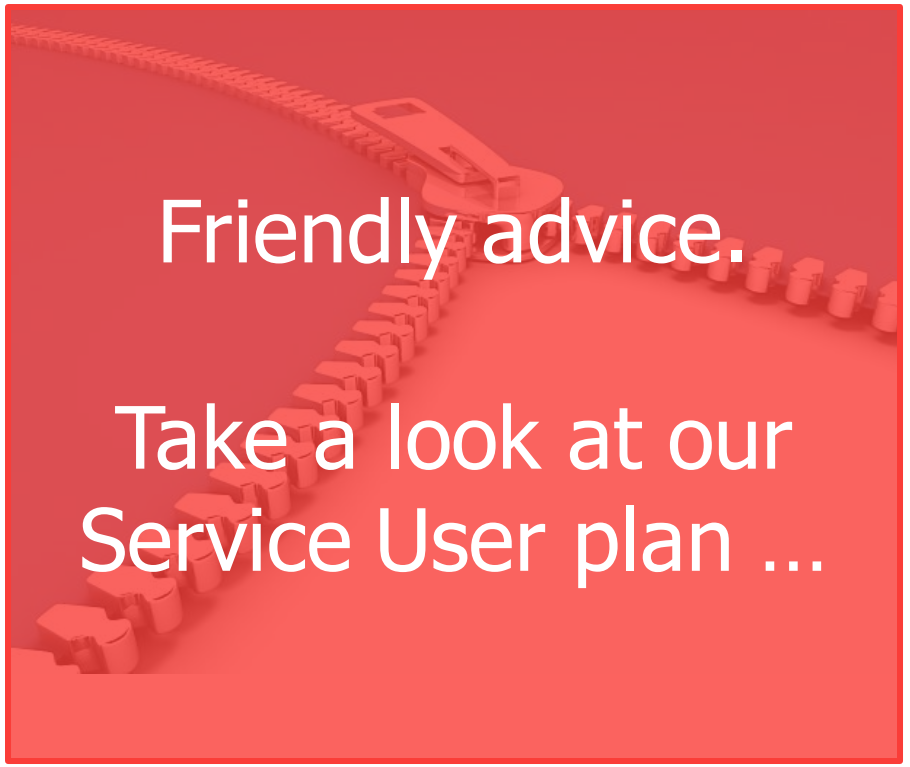
# Customer Service

- Customers using Service shows high activity level and successful automation projects (IDC).
- We will move Service functionality to the CRM core to make it even more accessible.
- Stepwise improvements and release …






… we are also using the opportunity to use new technology for the benefit of the users and for the cloud

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# Sustainable Customization

SuperOffice, Partners and Customers working together to create future proof, cost efficient CRM solutions.

*"Sustainability focuses on meeting the needs of the present without compromising the future"*

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CRM DAGE 2019
Takk
for meg!
1
Customer
Facing Applications
2
Marketing
(Automation)
3
Put Your Data
To Work
4
Current Roadmap
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