

prospectfinderCRM®

Enecto

ProspectFinder is developed and sold by Enecto

Adwiza

Adwiza has developed the integration module for between ProspectFinder and SuperOffice CRM.

Read more on www.adwiza.com

SuperOffice

For more information about SuperOffice please visit www.superoffice.se

prospectfinderCRM®

Turn visitors into clients

enecto

Enecto AB
Kungsgatan 35
SE-111 56 Stockholm
Phone +46 8 505 365 00
www.enecto.com

ProspectFinderCRM

ProspectFinder® for SuperOffice CRM

ProspectFinder for SuperOffice CRM is a solution that retrieves information about companies that visit your webpage and stores the results in your SuperOffice CRM.

When a company is visiting your website the information is imported in SuperOffice CRM. This can be done in two ways; as a new prospect or at an existing customer-information card. The selection is done through matching organisation number, DUNS-number or company name with your existing database.

How does it work

ProspectFinder lets you identify companies that visit your website. This information is matched against your existing database and imported, either as a new lead, or on an existing prospect or customer entry. If the visiting company already exists in your SuperOffice database, all the information is stored under the tab ProspectFinder in your existing customer section. There you will find information such as referral URL, search terms, viewed pages etc. Company information from Dun & Bradstreet is also included for you choose to use.

Find new leads

Almost 70% of all companies today are found through the Internet. But far fewer ever get in touch. With ProspectFinder, SuperOffice CRM can continuously create new lists of leads for your sellers based on visits to your website. They'll get all the necessary contact information, such as address and telephone number. But they'll also get more in-depth

company-related information, such as number of employees, turnover, and sector, so your sellers can see whether or not the company would make a valuable customer.

Make sales more efficient

Selling is all about timing. With ProspectFinder in your SuperOffice

CRM, you'll see when your prospects have visited your website. You'll see which ones are hot and which ones are lukewarm, so you can concentrate on the prospects most likely to produce the best end results. You can also conduct a search through your prospects to see which ones have visited your website during the

last week. If you've not been in touch with them in a while, then it's probably time to give them a call and see what's going on.

Information from Dun & Bradstreet

All the information is included in your ProspectFinder subscription and can be used without restriction.

Technology

The module is installed on your SuperOffice server, and collects information at scheduled intervals of your choice.

System Requirements

Minimum SuperOffice CRM 5 v5.6 - SR-2
SuperOffice must run on an SQL-database.

For more information please contact your sales representative or Enecto at ebs@enecto.com or +46 8 505 365 00

Companies webvisit matched with the SuperOffice database

The screenshot shows the SuperOffice CRM interface. The main window displays the profile for 'Motoman Robotics Europe AB'. The profile includes the following information:

- Department: Torsås
- City: Torsås
- Telephone: 486-41-410
- Our Contact: B S Weblead
- Category: MotomanR
- Last Updated: 2006-11-07 09:30:17
- SIC Name: General industrial machi
- SIC Code: 3589
- Sales Euro: 143748737
- Employees: 571
- Year started: 1922
- Registered: 2006-10-24 BS Never modified

Below the profile, there is a 'ProspectFinder' report with the following data:

Date	Duration	Search engine and words	Total page value	No pages	From page
20-10-2006	0h 0m 19s		6	6	http://www.solidcompor
20-10-2006	0h 0m 49s		5	5	http://www.solidcompor
20-10-2006	0h 0m 0s		1	1	http://www.solidcompor
20-10-2006	0h 1m 15s		5	5	http://www.solidcompor
17-10-2006	0h 0m 47s		7	7	http://www.solidcompor

The interface also shows a calendar for January 2007 and a sidebar with navigation options like Company, Diary, Project, Selection, Inbox, Reports, and ProspectFinder.