

Case Study:

Avis strengthens customer relationships with Open Source

Client

Avis

Industry

Car hire

Deliverable

Implementation of SugarCRM
Open Source CRM solution

Benefit

An integrated Nordic CRM system with a robust campaign module which provides better internal knowledge sharing and closer contact with business partners. Increased efficiency in sales and marketing across the companies offices in Denmark, Norway and Sweden.

Quote

"At Avis we didn't have any previous experience with Open Source. Therefore a natural first step was to look at proprietary CRM systems that were compatible with our existing Microsoft environment. The new system had to be flexible and offer consulting and support with an external collaboration partner. Suddenly we realized that an Open Source solution would be just as robust and easy to integrate into our existing IT environment as the conventional solutions."

Tom Orvei, CRM Manager, Avis Scandinavia.



Avis has chosen to implement the open source system SugarCRM in order to strengthen its contact with customers and business partners throughout the Nordic Region. The transition to open source will take place in partnership with Redpill Linpro, which was able to offer Avis a cheaper CRM tool with the same breadth and quality as the proprietary, closed, solutions on the market.

Avis in Denmark, Sweden and Norway have implemented a new integrated CRM system, which will improve the efficiency of sales and marketing work while also

CRM Manager Tom Orvei from Avis Scandinavia has worked with Redpill Linpro's Product Manager Kristian af Sandeberg to create a new foundation on which to strengthen Avis' contact with its customers and business partners throughout the Nordic Region. This will be achieved with the implementation of the SugarCRM system, currently the most popular open source CRM product on the market.

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solution would be just as strong, and just as easy to integrate into our existing IT environment as the more conventional solutions.”

Today, SugarCRM is the most popular open source CRM product on the market. The system uses specific tools to enhance users’ communication with customers and partners, improve control of the sales cycle, and help to forge closer relationships with the company’s various target groups.

More companies choose open source

“We are delighted with our productive new partnership with Avis, and have great respect for the courage which the company has shown in choosing new technology,”

„Here at Redpill Linpro, we are finding that more and more companies which had never used open source IT systems before are now starting to use these systems.”

adds Kristian af Sandeberg, Product Manager Sugar CRM at Redpill Linpro. “Here at Redpill Linpro, we are finding that more and more companies which had never used Open Source IT systems before are now starting to use these systems. The reason for this is the high quality

which they offer, combined with the financial savings which they bring. And this is a particularly decisive argument at critical times when IT systems need to be upgraded. As a result, there is a steadily growing market for professional Open Source services in the Nordic region, for example with SugarCRM, which can be tailored to suit all industries.”

Avis and Redpill Linpro have completed a successful CRM-implementation in all three of Avis’ Nordic companies in just five months.

The challenge

Avis wanted to improve its CRM system across the Nordic countries in order to increase its competitiveness. The firm suffered from a lack of knowledge sharing among its offices in Denmark, Norway and Sweden, which made the coordination of their Nordic sales and marketing campaigns less efficient. At the same time they needed more direct contact with customers in the sales channel, and better communication with the firm’s business partners in the Nordic region.

The solution

Redpill Linpro developed an integrated Nordic CRM solution for Avis based on SugarCRM. The solution was implemented throughout Avis’s offices in the Nordic region. SugarCRM’s features include a robust campaign module and the option to select specialised modules. Redpill Linpro implemented the new system for Avis in only five months.

The result

SugarCRM has increased the efficiency of Avis’s sales and marketing campaigns in the Nordic region. Today the firm is able to customise its contacts with customers in the sales channel much better. Communication with Avis’s many business partners has improved as well. Knowledge sharing among the Nordic offices has increased, so the staff can benefit from the experience of each individual country. At the same time Avis has chosen the additional Avis card and SMS module options from SugarCRM’s specialised modules, which benefits its customers. SugarCRM is flexible and just as easy to integrate into existing IT environments as conventional solutions.



About Avis

Avis is Scandinavia's leading car hire company, with more than 350 car hire offices and 15,000 hire cars across Denmark, Sweden and Norway. The company hires out cars, minibuses, vans and lorries.

As part of an international organisation, Avis operates in more than 170 countries, with 5,100 car hire offices worldwide. The company has 1,200 employees in Scandinavia. You can find out more at www.avis.dk

About Redpill Linpro

Redpill Linpro is the leading provider of Professional Open Source services and products in the Nordic region. We provide consulting, development services, training, support and application management for many of the world's leading Open Source software products

Redpill Linpro has clients in all the Nordic countries and offices in Stockholm, Oslo, Copenhagen, Helsinki, Karlstad, Gothenburg and Stavanger.

You can find out more at www.redpill-linpro.com

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