

## Success with Compass!

### “Friendship Community Care”

When our management team began the process of choosing the right CRM to meet our changing business needs, one of the most important factors in our decision making process was finding one that could reduce the amount of time our reps spent processing paper work so that they could spend more time in front of our customer selling. Compass provided that and much more. The TCO feature has helped our reps not only turn around what were time consuming calculations in a fraction of the time but increased their profitability as well.

**Background:** Friendship Community Care operates 19 different Adult Assisted Living centers throughout central Arkansas. When we first met with them they were being serviced by 8 different technology vendors providing copiers, printers and supplies to all locations. It was clear after our first meeting that they could benefit from the services that Datamax Micro offers.

One of our key selling points was our ability to provide them with a no obligation Technology Survey so that we could compile a list of current assets, determine volumes by device and have a complete understanding of what their current TCO was. The most difficult part of the process was actually the time spent driving to all of the locations. Compass made the rest easy!

Once we had gathered the information, all volumes were loaded in to the TCO portion of Compass to give us a quick snapshot of the current expenses. This process took only 30 minutes where before it would have been a few hours.

Once our team reviewed that data we then used the product configuration to build our unique solution for this customer. After the equipment was configured and imported we used the proposal generator to build a very professional presentation. Total time to load information and build a proposal for 20 copiers and 36 printers using Compass was less than 1 hour.

**Presentation:** When it came time to present our solution the customer admitted that they had no clue how much they were spending to produce documents. The first part of our presentation was to review their current state of technology and establish how we determined exactly how much they were spending to produce their documents. They were so impressed at what they assumed was a tremendous amount of work we had done researching the information. What they didn't know was that it only took us a matter of minutes using Compass to compile the data.

Once we finished our review it was time to present our vision for the future. We carefully described each location and what pain points each were experiencing and how our unique vision would resolve their current technology related problems and increasing office productivity while lowering the overall operating cost.

**Conclusion:** We were able to present a solution to this account where we provided 20 new copiers, 36 printers all on a single contract with a single cost per page. We reduced the total number of monthly invoices from 63 just 1. The best part is that through the use of the TCO calculator in Compass, we were able to maximize both our revenue and profits in a fraction of the time it would have taken before.

Compass has proven to be an invaluable tool for our sales reps. It's so much more than just a database. Our reps are now spending more time in front of our customers selling solutions than back at the office calculating them.