

## KPN Belgium Optimizes Sales Productivity and Sales Forecasting with salesforce.com



“This CRM project was developed and launched on time and on budget even though there were additional requirements along the way. It comfortably met the aggressive timeline to go live within three months.”

— Joachim Lauwers  
Director Business Division

### Challenge

- ∴ The key business issue facing KPN Belgium, a leading provider of telephony, data and Internet services, was a lack of visibility into information surrounding its Corporate and Small and Medium (SME) customers
- ∴ Owing to a reliance on a bespoke CRM system, the company was struggling to optimize sales productivity, effectively manage and execute marketing campaigns, and follow up on ad hoc sales opportunities
- ∴ KPN faced major concerns with the existing bespoke CRM system in terms of data consistency (including integration with the Clarify billing system), usability, performance, and accessibility (no Web access)

### Solution

- ∴ KPN Belgium chose salesforce.com based on the low cost, Software-as-a-Service (SaaS) model—it requires no major technology investment—the rapid time to market for the multi-tenant solution, ease of use, and ease of management (such as the use of the pre-built AppExchange applications)
- ∴ The company deployed Salesforce CRM to 50 sales professionals to unify information around its customers. Critical functionality includes shared account, opportunity, and activity management; sales commission calculation; quotes generation; workflow management; campaigns execution and drill-down reporting
- ∴ Salesforce was deployed on time and on budget in only eight weeks with support from 4C Consulting

### Results

- ∴ The SaaS model is helping KPN Belgium to maximize productivity (sales productivity immediately rose by 10% and is expected to rise further), with the ability to measure key metric such as sales ‘hit rates’ and customer visit frequencies
- ∴ Consistent, easy to manage dashboard reporting is helping to provide more accurate forecasting—both by individual, by Account Team, and by product line
- ∴ The single, integrated view of the sales situation enables KPN Belgium to track all sales opportunities, ensuring none are neglected or ignored
- ∴ The system has been widely accepted by users as a user-friendly tool for managing customer relationships from anywhere. The reporting and dashboards have also proved particularly popular
- ∴ The SaaS model enables KPN to manage customer relationships more cost effectively by introducing an on-demand CRM business model
- ∴ Looking ahead, KPN Belgium will use Salesforce to create a shared community of channel resellers and other dealers based on Salesforce Partners; deploy Salesforce off-line in the field; and potentially use it to underpin Customer Support

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