

Knud Wexøe was established as a trading company in 1958. Through the years the company has developed and grown to become one of Denmark's leading supplier of low- and power current equipment and components.

Henrik Petersen, KNUD WEXØE

HOW WE MANAGE TO STAY IN FRONT...

What makes Knud Wexøe a competitive supplier of low- and power current equipment?

With many years of experience in this line of business Knud Wexøe is more than established on the market. Though, the competition in this line of business makes no supplier more established than lack of service and targeted communication quickly sends existing customers - and new ones - directly into the arms of the competition.

What does it take to retain your customers?

Sound products, a large assortment and quick delivery is always the primary foundation for loyal customers. But true loyalty we can only create through efficient dialog with our customers. And efficient dialog requires efficient dialog tools. So we had to invest in new software.

What were the practical goals behind the investment in Dialog Manager?

One of the goals of the investment was to improve knowledge sharing across the various departments. There were too many »paper slips« in various desk drawers with vital customer information. With all this information in the shared system we have been able to paint a more accurate and updated portrait of our customers. The users very quickly realised that sharing this information was worth while.

What about customer leads?

In connection with selling and promoting to new customers we have given Dialog Manager a central role. Knud Wexøe has developed a strong concept with »display busses«, in which the display is completely adapted to the customer's interests. Here it is crucial that we always register the customer's preferences - and keep them updated. Any employee is a potential contact point which is why everybody has access to updating a given profile in Dialog Manager.

Why did you choose a Dialog Manager solution?

It was not so difficult a choice to make. We had discussed it thoroughly and defined all the specific objectives of the project. So we knew exactly what we were looking for.

One of the most important goals was that we were able to develop the solution ourselves in line with our own- and market demands and also that we had complete control over and access to the development of our CRM solution. Dialog Manager was the only solution that we expected could give us that degree of control and flexibility.

Has Dialog Manager met all your expectations?

Yes. But let me put it another way: In spite the tough market conditions I am no longer in doubt that we as a supplier will remain in front!

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