

# Postnord Delivers Greater Sales And Quality Service With SugarCRM®

# Sugar Supports New VIP Service System that Reduces Operational Costs by 20 Percent

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To support growth, keep up with industry demands, and improve its sales and service operations, Postnord deployed Sugar with the help of SugarCRM gold-level partner Redpill Linpro. Sugar enabled Postnord to launch a new VIP-service system that reduced customer service resolution time from days to hours, introduced time saving, streamlined processes, and decreased operational costs by 20 percent.

## Business Challenges

Today, Postnord is one of the Nordic region's leading logistic companies. To maintain its leadership in the industry, Postnord strives to sustain close customer relationships and a high level of service. The firm previously used a Siebel CRM system to manage customer service and sales channels, but found it to be inflexible. The Siebel-based solution was unable to adapt to the specific needs of the transportation and logistics industry or support Postnord's future growth. As a result, in 2010 Postnord determined it needed a more cost-effective and adaptable CRM solution.

Postnord's new CRM solution had to support the close customer relationships that are such a crucial factor in the transportation sector. This includes increased sales visits to existing customers and

reduced turn-around time for lead follow-up as well customer service response and resolution processes. Additionally, the new solution had to deliver a high level of visibility for its sales organization and executive management.

"We needed to increase our sales team's face-to-face interaction with existing and potential customers," explains Christopher Andersen, Assistant Sales Director at Postnord. "So the CRM system had to provide an improved overview of sales efforts and enhance service to our customers. Management wanted the system to be modern, cost-effective and flexible enough to support our specific business and future development."

## The Solution: Sugar Professional

Postnord evaluated several CRM solutions and ultimately chose Sugar for its interface, which places a premium on speed and simplicity, and its ability to meet all the organization's requirements. Postnord worked with Sugar gold-level solution partner Redpill Linpro to develop a highly customized Sugar instance for multiple departments throughout the organization, focusing on the sales, management, and customer service teams.

“ Sugar supports our day-to-day sales process and provides greater visibility into our business. ”

Christopher Andersen, Assistant Sales Director, Postnord

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Redpill Linpro integrated a Sugar form on Postnord's website to create a new VIP-service system. Now customers can contact Postnord via the form and submit written service requests. Sugar's powerful workflow function automates the online request process. With Sugar deeply embedded in Postnord's customer service process, external requests are prescreened and directed to the right employee rather than to a central mailbox.

## Business Benefits

Today, Sugar serves as an effective, unified communication channel across Postnord's twenty-nine customer service departments throughout Norway. The firm receives approximately 1,800 service requests daily and within just months of the Sugar implementation, Postnord was able to route 20 percent of those requests directly to local departments. In addition, 10 to 15 percent of Postnord's customers are now using the new web-based VIP Service.

This represents a major shift in the way Postnord delivers customer service, reducing service resolution time from days to hours, streamlining service processes, and cutting operational costs by 20 percent while

delivering a better customer service experience. Postnord Assistant Director Espen Ellingsberg notes, "As more service requests are placed online, Sugar gives us an efficient, cost-effective communication channel that allows our employees to save time, reduce manual errors, and deliver faster customer service."

Sugar has also strengthened the operation of Postnord's sales organization. With improved visibility into customers, campaigns, and sales processes, the sales team can take a more proactive approach towards its work. Also, with Sugar's advanced reporting capabilities, management can extract detailed reports in a matter of minutes to monitor the sales process.

"Sugar supports our daily sales process and we can now see improved efficiency and visibility for employees and management," concludes Andersen. "With our ability to acquire core intelligence for analysis at the management level, we can chart the sales potential in the market better than we ever could before Sugar. As a result, our sales with existing customers have increased and we've added several new customers."

## Company Profile

**Headquarters:** Oslo, Norway

**Founded:** 1926

**Company Description:** Postnord is a leading logistics company in Norway, with an expansive country-wide shipping distribution network and a focus on excellent customer service. Every day the company safely delivers 60,000 packages and 20,000 pallets.

**Website:** [www.postnordlogistics.no](http://www.postnordlogistics.no)

**Solution:** Sugar Professional

**Solution Partner:** Redpill Linpro

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## About Postnord

Postnord is one of the Nordic region's leading logistics companies. The company offers distribution of groupage\* and full/part loads within Norway, as well as domestic and international distribution of parcels. Postnord's vision is to be the business sector's leading and most profitable logistics partner, offering future-oriented solutions to create competitive advantages for our customers. For more information, visit [www.postnordlogistics.no](http://www.postnordlogistics.no).

\* Groupage applies to a shipment that does not justify the exclusive use of its own container.

## 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 of the Nordic countries and offices in Stockholm, Oslo, Copenhagen, Karlstad, Gothenburg, and Stavanger. For more information, visit <http://www.redpill-linpro.com>.

## SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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