

# European market leader ELK looks after B2B customers using Sage CRM



**Customer**  
ELK

**Industry**  
Construction

**Location**  
Austria

**Solution**  
Sage CRM

ELK is an Austrian family business that over the last 30 years has grown into Europe's market leader for the construction of prefabricated houses. Sage CRM enables ELK's sales, back office and support to view all customer communications anytime and access all data, even when on the move.

The Austrian family-owned company ELK with its distinctive elk logo has developed during the last 30 years into Europe's market leader for the construction of prefabricated. Along with single family residences and villas, this successful company now increasingly focuses on commercial, industrial and residential constructions (hotels, apartments).

These are manufactured at four locations in Austria, Germany and the Czech Republic. Besides the headquarters in Lower Austria, there are subsidiaries in Germany, Switzerland, the Czech Republic, England, and Hungary as well as franchises in a further eight European countries.

**Goal: Create solid base for customer service in order to manage growth**  
ELK and ELK Building Systems offer customers a complete package: everything from concept to realisation of the construction project, including precise planning of costs and deadlines. Because of the brand variety and numerous departments, customer care at ELK became increasingly complex especially in the area of B2B as employees in different departments were using different systems – information was kept in duplicated Excel lists, making effective searches time consuming.

‘Sage has provided exactly what we need, drawing on many years of experience in the area of CRM. This is important to us as our outlook is long-term, not just for our products.’

Nadine Kiskanoglou  
Key Account Manager

## Challenge

Customer care at ELK became increasingly complex especially in the area of B2B as employees in different departments were using different systems and information was kept in duplicated Excel lists, making effective searches time consuming.

## Solution

ELK chose Sage CRM, as it is easy to implement and has a user-friendly. Sage CRM created solid basis for the management of the different customer relations leading to coordinated sales activities as a result

## Results

Sage CRM enables ELK's sales, back office and support to view all customer communications anytime and access all data, even when on the move.

‘The app functionality allows our sales representatives to access current quote or service information anytime via smartphone or tablet. This enables them to provide accurate information to the customer while on the road, because quality and timeliness are important factors in our business.’

Nadine Kiskanoglou  
Key Account Manager

This is why Nadine Kiskanoglou, Key Account Manager at ELK Building Systems, decided to implement a CRM solution to create a solid basis for the management of the different customer relations leading to coordinated sales activities as a result.

The solution chosen was Sage CRM, as it is easy to implement and has a user-friendly interface making it simple to get started. The solution consists of three modules: Sales provides all entitled persons with relevant customer information as well as an overview of projects and opportunities. Marketing comprises tools for the management of target groups and campaign selection. Support offers ticket management, escalation management and the forwarding to sales opportunities to Sales.

**Sage CRM provides all customer data at the push of a button**

It did not take long for Business Software GmbH to set up and customize the solution to fit ELK's infrastructure. Information about each customer is now filed in a structured way and the entire communication such as quotes, e-mails and telephone calls is documented. This means all customer service staff have the same information and nothing gets lost. Back office and Sales in ELK can now easily coordinate quotes as well as timely project planning and execution. It is now also possible to take into account the order volume because all relevant data is available at the push of a button. All this reduces the administration overhead significantly. Sales staff are often on the road.

Nadine Kiskanoglou says, “The app functionality allows our sales representatives to access current quote or service information anytime via smartphone or tablet. This enables them to provide accurate information to the customer while on the road, because quality and timeliness are important factors in our business.

“This means that background processes need to work perfectly. We are happy with the result: Sage has provided exactly what we need, drawing on many years of experience in the area of CRM. This is important to us as our outlook is long-term, not just for our products.”

## About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at [www.sagecrm.com](http://www.sagecrm.com)

