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## ABOUT THE CLIENT

Lenso Ltd. is the exclusive distributor of optical measurement solutions, provided by GOM company, in Poland.

GOM is a global leader in the development and manufacturing of optical measurement systems. The company was founded in the early 90s in Germany and has more than 300 employees. In addition, GOM has 6 offices in Europe and an extensive network of distributors worldwide.

The company operates mainly in the field of digitization, coordinates measurement and distortion measurement. Their systems are based on digital image processing and are successfully used in quality control, development, and production departments worldwide, mainly in the automotive, aerospace, and research units.

## FUTURE PROCESSING'S ROLE

Lenso Ltd. approached us because they needed a solution to better handle their Client management and business processes.

What was needed most was a place to store the information about their relations with clients, a people-oriented IT solution.



# BENEFITS OF THE PARTNERSHIP

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We are aware that in order to engage customers, one-size-fits-all approach should not be applied. Therefore we offered a solution in the Cloud, based on Microsoft's products.

The reason for choosing a Microsoft solution was the fact that we were able to configure and modify it, to fit particular needs of our Client.

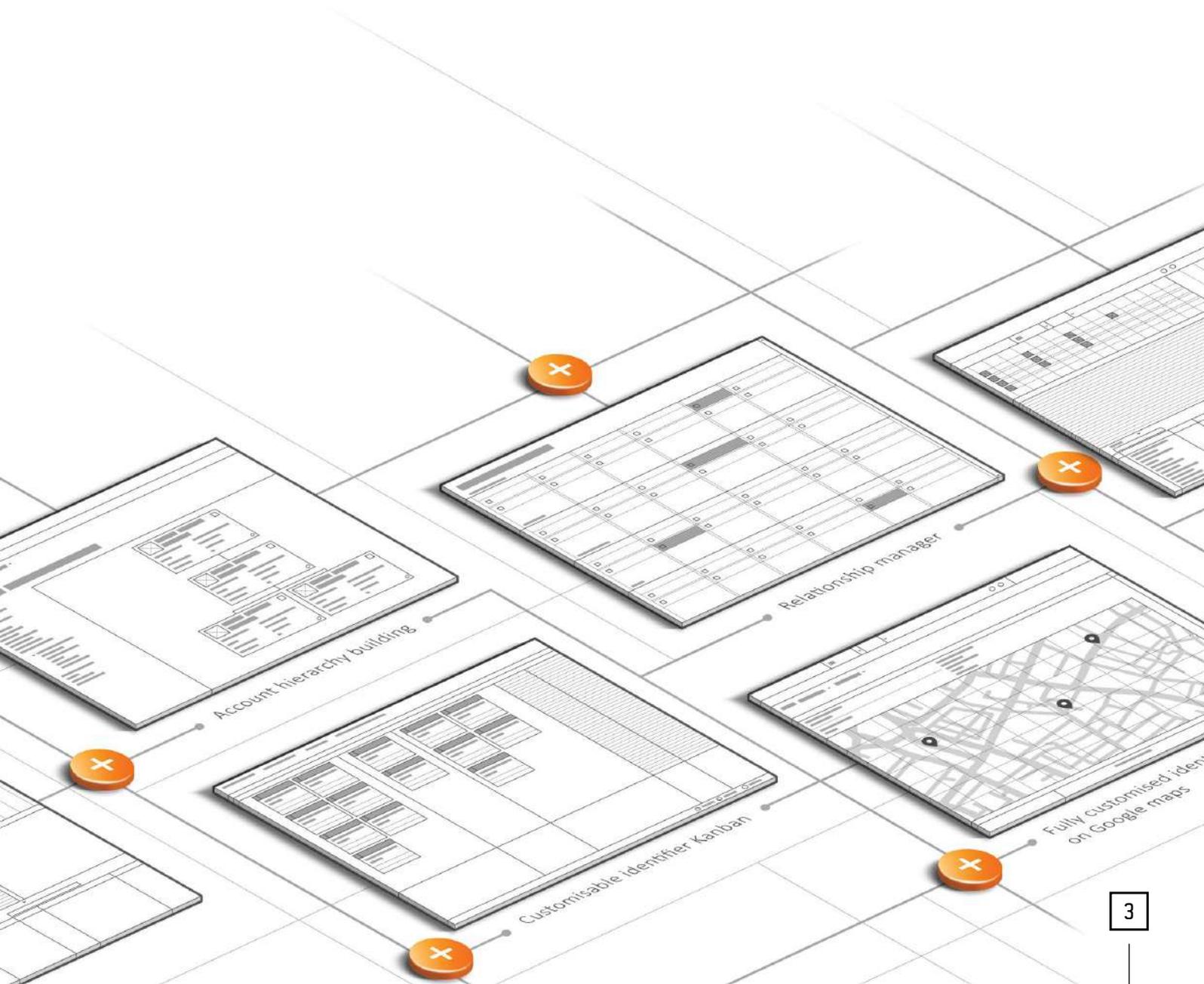
To help Lenso Ltd. increase productivity, we took advantage of the fact that Microsoft Dynamics CRM Online works together with Outlook through a plug-in. Now there is no need to switch between multiple applications to get the work done, because everything is in one, familiar tool, making our Client's daily work much easier.

Using the task box allows Lenso Ltd. to store information about the to-do tasks. That means no more endless searching through papers and files. This intuitive solution helps our Cli-

ent be more productive and focus on what's most important - delivering excellent customer service.

Thanks to our engineers, it is now possible to offer post-sale support, since the product gathers historic data about contact with a given customer. This comes in handy especially when a new employee comes in. By simply entering a name of a customer there is basic information available. It was possible to gain visibility into past and planned customer interactions and communication.

We have also conducted training for our Client, to show them a range of possibilities that the product offers and help them make the most of it.



# KEY SUCCESS FACTORS

Apart from delivering the solution, we went an extra mile and adjusted it to optical measurement solutions industry, in which Lenso Ltd. operates. Each of the available entities is custom-made and specific to the environment in which GOM's products are being used.

The biggest advantage of such a solution is the possibility of adding elements which are automatically and immediately visible.



## SOME OF THE THINGS WE'VE IMPLEMENTED ARE:

- **Relationship manager:** A re-usable identifier, dedicated to building a relationship between objects in CRM. In case of Lenso Ltd., it is used to create relationships between the client, the industry, products, and applications. The default mechanism is complicated and demands a lot of steps, which makes it inefficient. Currently, everything can be done in a quick and intuitive way. We wanted to make sure that the software suits actual business needs of our Client.
- **New type of clients:** Potential and current which makes it easier to fill the necessary forms because only the required fields are visible.
- **Customisable identifier Kanban:** A feature used to manage the queuing of to-do tasks for a specific user.
- **Dedicated sitemap:** A feature used to marking only the elements that are vital and used by the Client on a daily basis. This makes the work easier, as there is no need to sort through a jumble of unnecessary entities and relations.
- **Fully customised identifier based on Google maps:** A feature used to manage the queuing of to-do tasks for a specific user.
- **Account hierarchy building:** A visualisation with a built-in option enabling the preview of dependency tree between Clients.
- **Personalised dashboard:** Allowing to see the most important things on one dashboard, e.g. tasks queuing for the whole team, tasks to do, tasks in-progress, clients and their activities like e-mails or phone calls, for the entire company.

**This is not the end of the list, since we are still working on additional customisations.**



## LENZO LTD ABOUT US

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**TOMASZ DANYLUK**

Borad Member,  
Lenso Ltd

### WHY DID YOU CHOOSE FUTURE PROCESSING AND WHAT DISTINGUISHED US AGAINST THE COMPETITION?

- We approached Future Processing because we saw the need for a solution that will help us to better handle our client management and business processes.

Only a few meetings were enough for us to be fully convinced that Future Processing is the organisation we want to work with. You immediately understood our needs and had the necessary knowledge and skills in house, to provide us with what we needed.

What also distinguished you was your professional approach towards Clients, willingness to cooperate and, most importantly, your engagement.

It is a combination of these things that made Future Processing stand out from the crowd and over time, as the cooperation continues, we can say that we are happy we've made that decision.

### ARE YOU SATISFIED WITH OUR COOPERATION?

- Yes, we are very satisfied with the cooperation.

What we are particularly satisfied with is that you took the initiative and suggested a Microsoft CRM solution that was tailored to our particular needs. Thanks to that, our daily job was made easier – now we have all the necessary tools in one place, which greatly increases our productivity and allows us to focus on what's really important, which is nurturing customer relationships.

We remain impressed with your diligence and feel that we can fully trust you to get the job done right.

### WHAT DO YOU LIKE MOST IN FUTURE PROCESSING?

- If I was to name only one thing I would say that it is the way you engage in your work.

It's not just clock in – clock out for you, but you went an extra mile to make sure that we get a solution that is best suited to our needs. You have even conducted training for our employees, to show them a full range of possibilities that the product offers, allowing them to make the most of it. All done with due diligence and within deadlines.

### HOW HAS YOUR BUSINESS GROWN THANKS TO COOPERATION WITH FUTURE PROCESSING?

- The software delivered by Future Processing not only made our daily job easier and more organised, increasing information flow within our company but was also delivered in a cost-effective way.

What is more, the processes of customer service are more systematic, since employees are guided through execution of each task. It is definitely a better model of cooperating with our customers and we have full control over it.

We have a good database for conferences, trade shows, user meetings, analysis of work of our employees, analysis of the progress of the entire sales process – to name just a few. Now we can build long-term customer relationships that are personalised, proactive, and predictive across marketing, sales and service delivery.

All of the above translates into increasing organisational efficiency, while delivering excellent customer service.

## HOW DO YOU SEE THE FUTURE OF OUR COOPERATION?

— As far as the future is concerned, we definitely plan to continue the cooperation with Future Processing.

Not only we can count on your support when necessary, but we also plan to work on a new project, intended to

increase communication and transparency between our CRM system and the one used by GOM (global leader in the development and manufacturing of optical measurement systems).



CAN WE HELP YOU SOLVE YOUR BUSINESS PROBLEM? CONTACT US TO FIND OUT.



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