

Mindover Software Seminar Targets Unproductive Office Trends

Sage business partner educates customers on new ways to utilize office tools for improved productivity

Austin, TX – October 26, 2009 – Mindover Software, a Sage business partner with offices in Austin, Dallas and San Antonio, has an answer for what ails many businesses that try to get more done in less time: a Time Management Technology seminar.

The software firm decided to offer this seminar in part based on its own experiments with office productivity improvements. Not long ago, Lloyd Smith, president of Mindover Software, worried that daily office tasks like searching for misplaced emails and documents in Outlook took away from time his consultants spent helping customers. “We already used CRM to track sales leads and resolve customer service issues,” notes Smith. “Still, I felt we could operate more efficiently and improve our customer satisfaction in the process.”

Smith’s team of technology consultants used its in-house CRM application, SageCRM, as a blank slate to see how many bottle-necks they could open and routine office tasks they could automate. Turns out, they were able to accomplish more than Smith originally imagined. “I’d say we’re now a good 10% more efficient than we were before the changes were made,” Smith estimates.

With the help of add-on utilities from Sage and 3rd party developers like TechnoTropic, Smith’s team was able to create an automated support desk to speed up customer issue resolution by up to 50%. With native integration to Microsoft Outlook, Smith’s team had long been saving important emails from customers and vendors against their appropriate account profiles in SageCRM; Smith also directed that key documents, processes, policies and marketing collateral be stored in CRM as well, making it easier and faster to access those items by the entire team. Finally, Smith installed a few add-ons that saved valuable time and money in such areas as credit approval requests from sales, A/R collections and sales order integration to Sage Accpac ERP, the consulting firm’s accounting software.

The next logical step for Smith was to offer what he just learned to his business customers. Working closely with Sage, Mindover Software created a customized presentation focused on his specific customers’ needs. “We wanted to show our customers concrete steps they can follow to improve their office efficiency, customer satisfaction, employee morale—even their bottom-line,” Smith recalls. “We created the seminar, which we offer as a webcast complete with a free lunch, to show practical tips and strategies that really can make an office more efficient.”

Based on initial customer feedback, the seminar struck a chord. Sandra Ruiz, an accountant for Ross Optical Industries, said she planned to make several changes to her company’s procedures that would eliminate frustrating email searches, redundant data entry and slow customer response times. “I was impressed with the practical time management ideas and ways I could use SageCRM to make my daily activities easier,” affirms Ruiz.

Mindover Software plans to hold several more of the popular Time Management Technology seminars for customers and prospects in the coming months. “It’s a question of showing businesses how to overcome productivity hurdles like “email overload” with a few changes and technology enhancements,” says Smith.

About Mindover Software

Mindover Software is a Sage Software business partner and offers a broad range of CRM, ERP and accounting software solutions including Sage Accpac ERP, Sage MAS 500 and SageCRM. From Texas offices in Austin, Dallas and San Antonio, Mindover Software’s professional consultants are committed to high-quality results and customer satisfaction. Learn more at www.mindovercorp.com or by calling toll-free (866) 990-3994.