

CASE STUDY: Lock

CRM to Make your Business Stand Tall and Proud

World's largest manufacturer and distributor of orthotic and prosthetic components benefits from a newer CRM solution.

ottobock.

Ottobock
ottobock.com



Background

Ottobock is a privately held company that offers products and services to help people increase and retain their physical independence. With locations in the United States as well as its headquarters in Germany Ottobock serves more than 140 countries and employs more than 3,800 people throughout their 36 branches. Ottobock is the world's largest manufacturer and distributor of orthotic and prosthetic components in addition to their distribution of rehabilitation products and services.



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Problem

Ottobock was looking to upgrade their current CRM Solution GoldMine Corporate Edition to a version that would allow them to break into a newer sales channel. With multiple users they needed a company that would provide them support to make this transition as smooth as possible.

Solution

W-Systems took the "walk through" approach to ensure that Ottobock was not only satisfied with their upgrade to Premium Edition 9.0 but that they had the tools that would allow them to break into that newer sales channel that they wanted to be a part of. With every new upgrade come newer capabilities of the software. W-Systems provided Ottobock training to not only the end users of the product but the administrators as well. Now that the transition from Corporate Edition to Premium Edition is complete Ottobock is making the best use of their new CRM Solution; Jennifer Cole from Ottobock said that "I relish the on-going ideas on best practices and how to continually improve our processes."



"W-Systems allowed us to improve our CRM platform of over 100 users with minimal internal resources."

Jennifer Cole,
eCommerce Business Manager



Learn more at www.w-systems.com