

Customer: Detergent Solutions

- **Task:** Sales force needs to respond to and manage leads, review contracts, and provide clients with sales material.
- **Solution with WICKSoft:** Lead notifications are instantly accessed via the BlackBerry. Client status is updated regularly, and sales collateral can delivered while mobile.
- **Value:** More sales, higher productivity, reduced costs, and better collaboration with head office.
- **Quote:** “We have increased our closing ratio and shortened the length of the sales process by tracking and editing leads throughout the entire sale process using our BlackBerrys.” – Mike Kline, Director of Operations, Detergent Solutions



Industry: Retail

Platform: MOSS, Exchange 2003

Use case: Sales CRM and helpdesk