



Talley Medical Transforms Its Customer Service Through Mobile Technology

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(PRWEB UK) 21 November 2011 -- Talley Medical, specialists in manufacturing of medical equipment, has recently transformed its customer service capability through the use of mobile technology.

It has achieved this by implementing a Microsoft Customer Relationship Management (CRM) module that sits on top of its existing Microsoft Dynamics AX business management software system, which was delivered by its business solutions partner eBECS Limited.

This new CRM module has transformed the efficiency of the group's prestigious UK support network of service centres and technical services by allowing the entire fleet to operate in real-time whilst on location.

While out on location the technical team can record and immediately send vital information regarding sales, rental and service activity direct to Talley Group's Head Office. From there, the information can be managed and monitored in real-time by our sales, clinical and service teams who can react immediately to address our customers' requirements. An added bonus is that there is little room for human error as the data is entered into pre-agreed templates and is also completed in situ whilst the technician is still on the client site.

This new module seamlessly supports the existing support network and the gains are felt in-house at Talley Group as much as within their customer network. The benefits of the system are reciprocal in that customers have instant online access to their own accounts, giving them accurate up to date account information concerning sales, rental and service activity as well as providing invoices and management reports.

Clients in both the NHS and private sectors are spread all over the country and the technical team is often faced with unpredictable needs and challenges from customers. This new CRM system is a great asset to Talley Medical's business and can only serve to enhance the high level of service they already deliver to clients.

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