

• Customer Satisfaction (Filter Queen)

Customer Satisfaction is both [product and services based company selling and marketing health related products . Their flagship products are Filter Queen and Defender. The company is the exclusive Distributors of **Health MOR Industries – USA** in the **MENA region**. They operate in Palestine, Jordan, Egypt, UAE, OMAN and Bahrain. In Palestine Customer Satisfaction operates 12 branch office each with autonyms privilege.

Customer Satisfaction used a propriety system to manage its sales , accounting and CRM activities. With the growth in its operation Customer Satisfaction was facing challenges in integrating all its operations and gaining proper insight to its business. Customer Satisfaction partnered with DataSet to improve existing operations enhance its inventory management and reporting tools. The company needed to run each region separately yet be able to access all companies from one location. At the same time Customer Satisfaction required that the implementation migrate existing data into the new system. Customer Satisfaction also needed to improve security over user access to the information and restrict users to only authorized screens and documents . DataSet worked closely with the different departments in the company to automate activities but rather introduce new concepts in terms of warehouse management and control, complex billing and enhanced cash management concepts. DataSet assisted Customer Satisfaction revamp its CASH Management through the utilization of cash management module and the invention of specialized tools that facilitate the control of payments and checks. DataSet implemented the following modules:

Module

- General Ledger
- Accounts Receivables
- Accounts Payables
- Procurement
- Warehouse Management
- CRM

The system went live official on the 1-1-2008 after 7 months of implementation. All operations were fully running and an image of ending positions was conveyed to the system. Customer Satisfaction was able to migrate all 70000 postdated checks and notes into the new system . The complete customer base was migrated along payments terms , contracts, and financial terms. All six companies went live each operating under its base currency and special tax requirements.

Impact

- Enhanced control over country and branch operations.
- Enhanced level of security over information and users access.
- Custom tailored reporting tools.
- Integration between the CRM and the Sales module.
- Improved control over inventory and tracking of items through the utilization of the serial tracking tools.
- Enhanced management of debt

- Enhanced completion of the sales cycle
- Achieved continuity of data throughout the years.
- Tighter control over company cash
- Minimal need for filed documents through the utilization of archiving from within the system