Case: Finpro ICT

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Key Tools for Client work

- Outlook
- Feedbacker (External & Internal)
- CRM (Client Management)
- VIP (Project Management)
- Avenue (Document Management)
- Finpro Skills
- WebTEM (Travel management)
- Navision (Accounting)
- BasWare IP (Purchase invoices)
- INTRA
- ITC | 50
Why Export Finland Uses CRM?

360-Degree Customer View: Quick access all critical customer data and insight to complete history of all activities, communications, ongoing assignments and projects, invoicing etc.

The impact of state's internationalization input can be improved when the proactive work of Export Finland can be directed to the most promising companies.

With well targeted marketing of business opportunities abroad we can improve the clients chances to grow. When information reaches the right person at a right time – the internationalization process speeds up.

Documents that has been created during an assignment with the customer are linked to the CRM. They can easily be found later. This helps the new person to start with the company and learn from the history.
Customer information in CRM

- CRM is our tool for managing customer and partner data
- User-friendly lay-out and all customer information (contact information, activities) is visible in one view
- Appointments, phone calls and business relevant e-mails are recorded in CRM
- Leads generated in the web page are recorded automatically CRM and directed to the right Export Finland people
Example on Marketing Communication

We help your company succeed in international markets

Welcome to read the first Export Finland Newsletter. At Export Finland we offer your company advice in internationalization as a public service. In the future Export Finland Newsletter brings you actual information in internationalization directly into your inbox on a monthly basis. Contact us to hear more!
Follow-up and Reporting

New Finpro 2014 Activities by Assigned by Current Month

Export Finland Team 1 Activities (Current Month)  
Region Americas Activities (Current Month)  
FAO Activities (Current Month)
New Opportunities for ICT
New Service Concepts

- Extensive eServices for scaling to higher client volumes
  - Self assessment of clients (readiness for global business)
  - Personalised information feeds and database views
  - Portal to both public sector and partner services
  - Booking of appointments with Finpro personnel

- Online community for “extended Finpro”
  - Partner portal
  - Market opportunity signal collection & sense making
  - Networking with other companies, advisors and consultants
Power of Networks
Thank you!