



Smart Presentations Ltd, based in High Wycombe in the UK, have over 30 years' experience in audio visual systems integration. They

focus on helping businesses drive up productivity, save money and be more efficient in their meetings and presentations by implementing cutting-edge business-critical tools "Right 1st Time". They also maintain AV investments to ensure reliable and maximum functionality.

As Avrion had supported Smart Presentations for over 15 years, through different versions of Maximizer CRM, it was a natural choice to remain with Avrion as the trusted Business Partner. As such, Avrion helped us through the upgrade to the Maximizer CRM Live platform.

▶ The Challenge

Smart Presentations enjoyed impressive growth via peer to peer referrals, but was looking at ways to further improve the management and efficiency of the sales force, as well as the sales pipeline. Although Smart Presentations were happy customers of Maximizer for over 20 years, it became clear that the software version was becoming outdated, which meant it was not possible to take full advantage of new product features and functions.

Furthermore, over time, the old Maximizer CRM Windows client that used MaxExchange to synchronise data was becoming too slow and inefficient to use. It was agreed that an easy to use, cost-effective CRM cloud solution would be the best option, so after careful consideration, Maximizer CRM Live was chosen as the platform to power the growth of the business.

▶ The Avrion Response

The nature of Smart Presentations means a lot of time is spent on customer sites, so a solution that could be accessed from anywhere at any time was required. Having a more accessible CRM system would improve on efficiency and customer response rates, thereby enhancing customer satisfaction and increasing revenue.

▶ Working Together

Avrion made the process of moving Maximizer CRM to the Cloud easy, with plenty of guidance and almost no disruption. Now, having access to records on-the-go has enabled the Smart Presentations Team to do more prospecting and follow-up calls between appointments. Being able to see information anywhere, anytime helps improve lead management and track interactions so the business has substantially improved in terms of customer engagement and support.

▶ The Results

Since the implementation of Maximizer CRM Live, Smart Presentations has seen an increase in productivity by approximately 10% per week. By having up to date information easily available on our own devices, we have reduced the amount of calls to the office by around 50%. With the benefits and reliability of Maximizer CRM Live, we have now moved all of our software to the cloud, including our accounting software which integrates with Maximizer using an API.



"Maximizer Live and being cloud based was the solution for us. It was an easy transition, it was very cost effective to do, and has enabled us to work anytime, anywhere, which has been fantastic."

- Graham Cording, Business Collaboration Specialist at Smart Presentations