

Founded in 2002, Overseas Property Centres have grown steadily. Trading on a reputation for first class customer service, they promote property in 27 countries and uniquely conduct extensive due diligence on all vendors before accepting any instructions.

Staying alert

Overseas Property Centres' business is predominately generated through the internet, and with so many web-based enquiries, the company needed a means of keeping track of leads efficiently. Also, because property purchases involve such a long buying cycle the group needed an automated system for call reminders, as well as alerts for when to carry out what action in order to progress each prospect lead.

True sales system

Having looked at three different companies, Overseas Property Centres signed Really Simple Systems to implement its desperately needed CRM system. "The Really Simple Systems CRM is a system *for* sales people designed *by* sales people," says Overseas Property Centres' Managing Director Chris Richards. "In my experience sales people don't use CRM systems unless they are quick and easy to use. Many systems are designed by accountants and are unusable by sales staff. Not Really Simple Systems' solution – that is a true sales system."



"Really Simple Systems are straightforward, safe and personal. We simply could not operate without their system,"

Chris Richards
Overseas Property Centres

Quality assurance

Great value for money and easily customisable, says Chris, Really Simple Systems CRM enables Overseas Property Centres to carry out targeted sales campaigns thanks to the fact that the group now has quality data to analyse. "Any system is only as good as the quality of the data," continues Chris. "Because



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Really Simple Systems CRM is so easy to use, data is kept up-to-date and accurate, enabling us to rely on it. It only takes a few seconds to update an enquiry with actions and activities."

Glowing report

The Really Simple Systems report writer, adds Chris, has also been a real boon thanks to its adaptability. "Reporting is really important to our company. I love the flexibility of the report writer."

Simply seamless

As for implementation of the system, Really Simple Systems ensured a seamless transition, says Chris. "Everything was very simple. We didn't release the system to the sales staff until all pilots have been carried out and we were confident that everything was perfectly customised for our use. There was very little training because it was just so easy. Initially our sales team were sceptical, but now it's a way of life for them."

Final verdict

"Really Simple Systems Hosted CRM is straightforward, safe and personal. We simply could not operate without their system," Chris concludes.

For more information on Overseas Property Centres visit overseaspropertycentres.com

Really Simple Systems Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 people who want a straightforward hosted CRM sales, marketing and support system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK and Australia. Users include the Royal Academy of Arts, the British Library, Citicorp and the Department of Health as well as many small and medium sized companies.

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