

Water Conservation Group Pty Ltd is one of Australia's largest specialist national water savings companies. From consulting and contracting to smart metering & monitoring to verify the success of water savings measures implemented the company does whatever it takes to help large water users save water. WCG assesses, identifies and costs water savings opportunities. The company has worked with some of the largest water users such as Defence (from very large to small bases at all levels of detail), Woolworths, Qantas, RTA and many Councils. WCG also provides complete end to end solutions for rain and stormwater harvesting, grey and black water recycling as well as sewer mining projects.

Staying in the loop

The organisation was having difficulties keeping track of its various projects, and desperately needed to be able to stay on top of every stage of each client's job. "We had no history to refer to in terms of which client was at what stage of the process," explains Managing Director Guenter Hauber-Davidson. "Not only that, but we needed to be able to track leads and carry out opportunity planning."

Custom built

In its quest for a CRM supplier the group scrutinised a number of different solutions, and Really Simple Systems (RSS) came out tops. "They won us over, especially on customization". In fact, continues Guenter, their customisation capabilities were one of the key selling points. "They were so flexible, and all the modifications we requested were incorporated."



"They are very affordable, charging a very fair monthly subscription fee – ensuring massive savings on the alternative options."

Guenter Hauber-Davidson
Managing Director

Winning combination

RSS's winning combination of immaculate customer support, ease of use and competitive pricing, also made Watergroup's mind up. "They offered us a very personal and interactive



"The RSS system has helped our business tremendously,"

support, which continues to this day," says Guenter. "They are very affordable, charging a very fair monthly subscription fee – ensuring massive savings on the alternative options. Their customer support is second to none and the system is generally very easy to use."

Staff commitment

The RSS system is so user-friendly, continues Guenter, that the Watergroup team took to it without hesitation. "All the staff use it, otherwise it would be pointless. If we didn't have user commitment to, and enjoyment of, the system then it would just be whirring away in the background and the whole thing would fail. But we don't have that problem. Everyone loves it."

Final verdict

"The RSS system has helped our business tremendously," says Guenter. "We were sceptical about CRM because we had heard stories about people struggling to make it work. But with RSS we have never looked back. It's absolutely marvelous. Today, thanks to RSS, we have a much better control of our business."

For more information on visit:
Water Conservation Group at www.watergroup.com.au

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, North America, 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.

Really Simple Systems Ltd | The Long Barn | Ramsdean | Petersfield | GU32 1RU | United Kingdom | Tel: +44 (0)1730 823300 | Fax: +44 (0)870 1269910 | reallysimplesystems.com

Really Simple Systems Pty Ltd | 119 Willoughby Rd | Crows Nest NSW 2065 | Australia | Tel: +61 2 8987 1909 | Fax: +61 2 9439 2157 | reallysimplesystems.com.au

Really Simple Systems Inc | 178 Main Street North | Unionville (Toronto) | Ontario L3R 2G9 | Canada | Tel: +1 416.389.5930 | reallysimplesystems.com