

Development of Customer Relationship Management System

After having screened the market for existing systems, that would suit our need, we found no proper match, supporting all our business processes, while at the same time remaining rather simple to use.

This led to a dialogue with Mads Slotsbo, aiming to develop a working prototype, and potentially a final system.

The collaboration started out by a walk-through of some of the existing systems, where we pin-pointed the features, we liked, or how they could be improved, to suit, to us, tailored system.

On the basis of this, Mads developed a Project Specification and a wireframe, providing an overview of functionality and their interdependency.

The system is rather complex in its nature, both aiming to support a rather demanding business process, with demanding users, while also involving many hierarchies and dependencies, such as employees, changing employment, as well as deals needing to be both assigned an employee as well as a company. Thus, we decided to focus on the core system, and then develop the rest in an agile setup, where newest features were evaluated every second week, to assure they were correct and ensure, new features were added in the correct way.

Collaborating in an iterative manner, meant that we both had to have the original goal in mind, while correct and fine-tune the process and system as the development progressed, which required of the system Mads built, to be both solid, as it is supposed to handle large data-sets quickly, while flexible to cater for changes in need, stemming from the testing and review of what had been developed.

Mads has been very skilful and professional in the way he has handled this process, communicating options and potential risks relating to our choices, and been able to always modify the system to suit the requirements for e. g. new data-inputs or visualisation of these.

We have ended up with a working prototype, which is much liked we had hoped, while also including functionality and flows, which are a results of the learning, we have obtained along the developments process, and we are much satisfied with the end result.