



Customer Snapshot

Big River Communications improves productivity with Infor CRM



Facts at a glance

Products: Infor CRM

Industry: Communications

Country: United States

Partner: Strategic Sales Systems

“Infor CRM allows us to meet and exceed our customers’ expectations. When customers call, we have the latest and greatest information they provided to us. Infor CRM helps make our tagline, ‘Real People, Real Service, Real Simple’ something our customers understand and something we live by.”

—Kevin Cantwell, President,
Big River Communications

Challenges

- Continue to deliver personalized service as the customer base expands rapidly.
- Provide more customer service than competitors.
- Identify top priorities with an automated system.

Benefits

- Improved productivity and efficiency by making better business decisions based on information captured in Infor® CRM.
- Achieved 98% or higher customer satisfaction rates by improving service levels with easily accessible customer interaction information.
- Provided twice-daily management reports that allow priorities to be identified and acted upon more quickly.

“With Infor CRM, we improved productivity and efficiency. We run lean and continue to achieve 98% or higher customer satisfaction rates.”

—Kevin Cantwell, President,
Big River Communications

About the company

Big River Communications Company provides commercial phone service, 4G LTE broadband Internet, and white label VoIP digital phone service for cable companies, electric co-operatives, municipalities, and broadband service providers throughout the United States and the Caribbean Islands.

To learn more, visit: www.bigrivercom.com.



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INF-1450961-EN-US-1014-1