

TietoEnator customer relationship management solution for Turku Telephone

Turku Telephone is introducing TietoEnator Resource Management's customer relationship management solution. Turku Telephone is part of the LSP Group, which serves customers under the name Auria, and will initially use the system to support its corporate sales and in monitoring the order-supply process. Its ultimate objective is an enterprise-wide comprehensive package covering marketing, sales and customer service. The agreement strengthens the long-term partnership between TietoEnator and Turku Telephone.

Customer relationship management is a strategically important area for Turku Telephone. An effective system for this area will ensure that the company remains competitive in the increasingly tough telecom market. "After a thorough survey of the options available, we chose TietoEnator because of its project knowhow and partnership skills and because the Onyx system meets our needs," states Development Manager **Jukka Laivonen** from Auria Turku Telephone.

"The agreement reinforces our role in developing Turku Telephone's core processes and business," stresses TietoEnator Technology Managing Director **Marketta Jylhä**.

The customer relationship management system based on the American Onyx solution can be flexibly integrated with the company's other systems. It combines the organisation's resources into a single-focus force and provides tools for directing sales efforts and managing marketing databases, for customer support and e-commerce. The knowledge it provides of customers opens up new opportunities for marketing, sales and customer service.

Customer Relationship Management (CRM), personnel, finance and information management are the four key resources of an organisation, and TietoEnator Resource Management has focused on applications and solutions for these. Effective management of key resources will become a more strategic issue in the near future and a key management area.

Further information:

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With over 10,000 employees and annual net sales of EUR 1.1 billion, **TietoEnator** is a leading supplier of high value-added IT services in Europe. TietoEnator specialises in consulting, building and hosting the core systems of its customers' business operations in the digital economy. The Group's services are based on a combination of deep industry-specific expertise and the latest information technology. www.tietoenator.com

The LSP Group, which serves its customers under the name Auria, is the third largest data communications group in Finland in terms of turnover. The group operates in southern Finland and its core services include non-switched and wireless data communication links, Internet services, broadband data transfer solutions, solutions for electronic service, mobile communications services, and services in the security field. In addition to the Auriashops of Loimaan Seudun Puhelin Oy and Turku Telephone Oy, the group serves its customers in the Expert household appliance stores in Helsinki (Veikon Kone Oy), Tampere (Sähkötaso Oy) and Turku (Turun Konemyynti Oy). The group has a turnover of FIM 850 million and 750 employees. www.auria.fi

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