

## Call Center Software Featured Article

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### DCPA Increases Revenues with Soffront CRM



By [Jai C.S.](#), TMCnet Contributor

[Diefendorf Capital Planning Associates](#) (DCPA), a financial management firm located in Long Island, NY, has reportedly increased revenues by 300 percent in the past three years using Soffront CRM.

[Soffront Software Inc.](#) is a provider of mid-market CRM software. Soffront CRM is an integrated web based solution covering the sales, marketing and service functionalities enabling a total management of customer lifecycle. The Soffront CRM application is comprised of Marketing Automation, Sales Automation, Customer Support, Employee Support, Defect Tracking, Knowledge Management, Order Processing, Asset Management, CRM Portal, Mobile CRM and more.

"We selected Soffront because it gave us the biggest bang for the buck. Although the software wasn't specifically built for our industry, we could easily adapt it. It had the processes and workflow we needed," Monroe Diefendorf, Jr., chief executive officer at DCPA said in a release.

As stated, DCPA was looking for a software solution that would improve efficiency by automating and optimizing their business processes. After analyzing more than 10 different software packages, beta testing each for hours, DCPA had selected Soffront CRM in 2006.

DCPA said that with this application, it is now able to automate and optimize its processes, dramatically increasing productivity. Several features of Soffront CRM have transformed the way DCPA does business.

"Using Soffront, we better manage the workflows for each activity, such as investment trades, receipt of checks, sales orders and service work," Diefendorf added.

Diefendorf believes that Soffront's reporting capabilities and notification rules not only are enabling the company with concise information, the software automatically ranks it, escalates it, and notifies appropriate staff.

"The dashboard provides a 360-degree view, conveniently positioning the tools at our fingertips. Soffront's Web access provides full access to our systems from anywhere in the world. And the vendor portal increases our efficiency; we can do more without increasing staff," Diefendorf said.

Soffront CRM recently received a 2009 Product of the Year Award from Technology Marketing Corporation's Customer Interaction Solutions magazine, the leading publication covering CRM, call centers and teleservices since 1982.

*Jai C.S. is a contributing editor for TMCnet. To read more of Jai's articles. Edited by [Patrick Barnard](#)*