

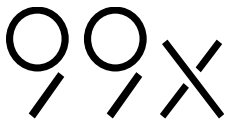


Crafting Seamless CRM Experiences

World-Class Technology for a World-Class CRM

Customer Stories

99x.io



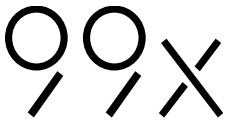
SuperOffice and 99x: An 18-Year Partnership Driving Innovation and Excellence in CRM Solutions



SuperOffice, a leading European CRM provider, has been at the forefront of customer relationship management solutions for over 30 years. Their award-winning software is trusted by more than 6,000 businesses worldwide, helping them streamline their operations across sales, marketing, and customer service. SuperOffice CRM empowers companies to acquire new customers, enhance existing customer relationships, and improve overall productivity. By integrating processes across various customer touchpoints, SuperOffice helps organizations reduce customer turnover and significantly enhance the customer experience.

Simplicity and Sustained Innovation

One of the defining characteristics of SuperOffice is its dedication to simplicity combined with robust technological innovation. Their software is designed to meet the evolving needs of businesses, allowing for seamless collaboration between different departments like sales, marketing, and customer service. This ability to unify an organization's operations into one platform has made SuperOffice a top choice in the European market, and beyond. It offers its clients an easy-to-use interface backed by powerful features that ensure businesses can manage relationships with ease and precision.



Adopt and Integrate Emerging Technologies

As the CRM landscape has grown increasingly competitive, SuperOffice has stayed ahead by continually innovating. The rise of artificial intelligence (AI) and machine learning (ML) has played a critical role in enhancing CRM platforms, and SuperOffice has not shied away from embracing these new technologies. AI integration within the CRM allows businesses to automate routine processes, predict customer behavior, and offer personalized experiences at scale. This move toward automation has drastically reduced operational costs while improving efficiency.

A key aspect of SuperOffice's growth and evolution is its strategic partnerships, especially with tech companies that provide the necessary expertise for maintaining and upgrading its systems. One such collaboration is with 99x, a global technology company that has been a trusted partner of SuperOffice for over 18 years.

99x and SuperOffice Collaboration

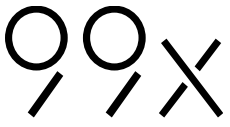
Our collaboration with SuperOffice has been a major driver of success, particularly in the areas of quality assurance and system upgrades. What began as a small team of three people working remotely has grown into a fully-fledged team of 17, including developers and quality assurance engineers. Over the years, this partnership has helped SuperOffice enhance its systems and reduce the cycle time for updates, directly improving customer satisfaction.

QA Services for Flawless Quality

One of the key contributions of 99x has been in the continuous improvement of SuperOffice's platform through quality assurance (QA). By tapping into 99x's deep technological expertise, SuperOffice has not only revamped its existing systems but also introduced new, intuitive components like a customer service portal. This portal enhances the customer experience by providing self-service options, helping businesses reduce support costs while improving user engagement.

In addition to reducing cycle times, 99x has also been instrumental in integrating AI and machine learning into SuperOffice CRM. This includes the development of SuperOffice AI, a suite of AI-driven features aimed at optimizing customer interactions and query handling. The AI integration automates many customer service processes, allowing businesses to serve their customers more efficiently while reducing operational expenses. By leveraging the power of AI and natural language processing (NLP), SuperOffice has been able to create a more responsive and personalized CRM experience.

SuperOffice's decision to offshore its technological requirements to 99x has been a bold but successful move. The collaboration has not only allowed SuperOffice to improve its products but also to remain competitive in the fast-evolving CRM market. For 99x, working with a market leader like SuperOffice has been an opportunity to showcase its ability to deliver world-class solutions, and the partnership has earned them numerous accolades, including national awards for their innovative AI solutions.



SuperOffice Community App: A Comprehensive Hub for Users, Supported by Continuous Innovation

The SuperOffice Community app is an all-in-one hub designed to provide users comprehensive access to learning resources, support, and the latest product updates. With a wide range of features and seamless integration with SuperOffice's CRM suite, the Community app ensures that users can find everything they need in just one click.

Key features of the SuperOffice Community App

- **Learning Materials**

Users have access to a wealth of educational resources, including how-to guides, video tutorials, tips, and best practices to help them maximize the benefits of SuperOffice products.

- **Support and FAQ**

The app allows users to register support requests, view their request history, troubleshoot issues through the FAQ section, and access support for apps. This feature provides a centralized solution to handle customer support needs efficiently.

- **Products and Updates**

Stay informed about the latest developments by browsing through product releases, highlights, release documentation, version histories, and bug fixes. Users can also track requested features, making it easy to stay on top of the SuperOffice ecosystem.

- **User Forums**

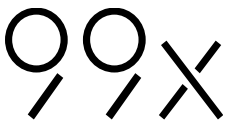
Interactive forums provide a space for customers and administrators to collaborate, share insights, and solve common challenges together, fostering a vibrant community environment.

- **Parliament (Intranet)**

The Parliament intranet serves as a knowledge hub with blogs, forums, and how-to guides. It enables users to access internal discussions and resources that further enhance their experience within the Community.

- **CRM Integration**

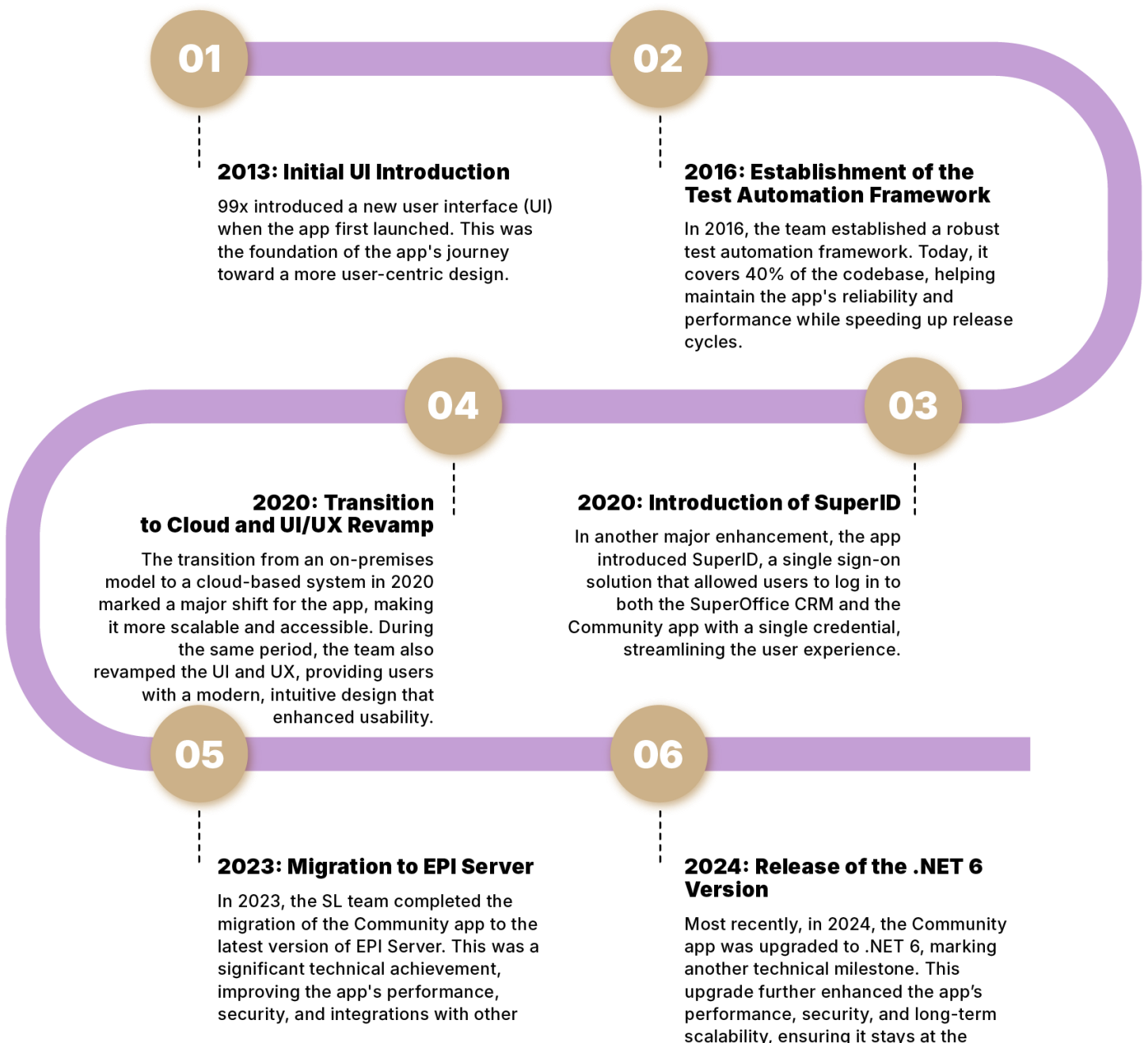
With seamless integration between the Community app and the SuperOffice CRM suite, users can navigate effortlessly between the two platforms with a single click.

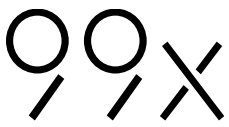


The Role of 99x in the Evolution of the Community App

Since 2013, 99x has played a pivotal role in the development and continuous improvement of the SuperOffice Community app. Starting with a small team of two developers and one tester, their efforts have been instrumental in driving technical and architectural innovations.

Key Milestones:





Looking Ahead

Thanks to the continuous efforts of the team at 99x, the SuperOffice Community app has evolved into a robust, user-friendly platform. By embracing new technologies and implementing key architectural changes, the app remains a vital tool for users seeking help, learning resources, and product updates. As the Community continues to evolve, users can expect even more enhancements that will further integrate the CRM suite and deliver a seamless, modern experience across the SuperOffice ecosystem.

The collaboration between SuperOffice and 99x exemplifies how tech partnerships can drive business growth and innovation. Both companies share a commitment to excellence, and their combined expertise has created a CRM solution that stands out in the market. SuperOffice continues to push the boundaries of CRM by leveraging new technologies, while 99x remains an essential partner in bringing these innovations to life.

As more businesses turn to CRM systems to manage their customer relationships, SuperOffice, supported by 99x, is well-positioned to meet the demands of the future. Their ability to integrate advanced technologies like AI, paired with their focus on improving the customer journey at every touchpoint, ensures that they remain leaders in the CRM industry.

This long-standing collaboration underscores the importance of having the right technological partners. In the case of SuperOffice and 99x, it's clear that world-class tech teams, working together, can produce a world-class CRM solution that continues to evolve with the times .

99x : Co-creating Winning Product Experiences

We empower Digital Product Vendors to create Winning Product Experiences through our Facilitated Teams. By combining our expertise in **product engineering** and **product design**, we co-create products that achieve **market-fit** and **drive adoption**. Our Facilitated Teams provide clients with the capacity, competence, convenience, compliance, and cost-effectiveness needed for long-term success as their trusted partner. To learn more, download our Winning Product e-book [here](#).

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