
MindaClient builds new CRM platform for post-Covid-19 business world

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Kilkenny-based software company, MindaClient, has launched a new customer relationship management (CRM) platform to help business working in a post Covid-19 environment.

The platform, called Rebuild, enables tailored management of sales, customer service, and most significantly, staff-time-management, all on one convenient digital platform.

Established in 2002, MindaClient is a cloud-based service, providing communication, customer service and appointment alerts in one easy to use package for the business, education and grant sectors.

Changing needs

With remote working becoming the new norm, Covid-19 has changed the needs of almost every business owner and relationship manager across Ireland.

Brian Kelly, managing director of MindaClient, was quick to identify that the CRM needs of clients will substantially change in the post Covid-19 remote working world. Coupled with his personal experience of the new challenges of running a business remotely during the lockdown, he developed the Rebuild platform to provide the solution.

“Clients were asking for a tool to effectively manage their staff who were now working remotely, said Mr Kelly.

“Businesses needed to allocate work and check the progress of their teams and also continue to focus on sales, even though their sales teams and sales management could not meet face to face as frequently.”

The ability to manage staff, allocate work and check progress in real-time are distinguishing features within the Rebuild platform, in addition to the unique aspects of MindaClient which offers over 100 customisable elements to its users.

This ensures that each business gets its own tailored system that perfectly addresses its requirements. Training and support are also included in the package.

The platform facilitates excellent customer care as everyone in the company can see the latest client information, as it happens.

“While I was working from home, I saw my needs, and the needs of clients change substantially, so we set to work on Rebuild.

“There will be much less face-to-face time between management and staff. Work will be assigned remotely. This will have implications for the sales pipeline and new methods are necessary to ensure the needs of clients are met.

“Rebuild makes this possible all from one secure platform. You could think of it as a CRM system PLUS, with a substantial new focus on staff management,” concluded Mr Kelly.

For more information on MindaClient and its Rebuild platform, you can visit <https://www.mindaclient.com/rebuild>.

By Stephen Larkin

Photo: Vicky Comerford

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