



Shenzhen Watch & Clock Quality  
Test Centre

<p><b>Background</b></p>	<p>Shenzhen Watch &amp; Clock Quality Test Centre (SWQC) was established with the support of the Shenzhen government and is one of the public technology service providers for the watch industry. SWQC specializes in quality testing of watches and clocks. SWQC was founded in August, 2004. In November 2005, SWQC was recognized by CNAS for the proficiency of its test and calibration laboratories, and became a member of CNAS. (Authorized Institutions Certificate: Number L2363)</p> <p>SWQC has the world's most advanced specialized test equipment. Customers include watch manufacturers, watch suppliers, buyers and government departments. SWQC corporate policy is to be "scientific, fair, accurate, honest." SWQC provides accurate test data to all clients, resulting in a significant contribution to the development of watch industry.</p>
<p><b>Critical Issue</b></p>	<p>SWQC needs to handle a great number of projects and to provide the most accurate test data to clients within a promised time, which is a significant challenge for the equipment management and test process management groups. Meanwhile, executives need a real-time monitor of the test progress. An effective tool for contract and customer service management is yet another urgent requirement of SWQC.</p>
<p><b>Solution Needed</b></p>	<p>To optimize test resource management, and provide the executives with real-time test progress tracking, SWQC needs an intelligent, automatic, easy-to-use CRM solution. With E-Contract Management, and without voluminous paper work, all contracts are standardized. Customer service is optimized and client satisfaction is increased.</p>
<p><b>We Provided</b></p>	<p>WisageTech consulting services and 8thManage CRM software helped SWQC achieve these goals.</p>
<p><b>Result</b></p>	<ul style="list-style-type: none"> <li>• 8thManage CRM now is the management standard of SWQC. Group performance and test quality are evaluated based upon data provided by the system</li> <li>• Information sharing has increased and the cost of internal communications has decreased</li> <li>• Real-time tracking has increased work efficiency by 30%</li> <li>• Client satisfaction ratings average over 95%</li> </ul>