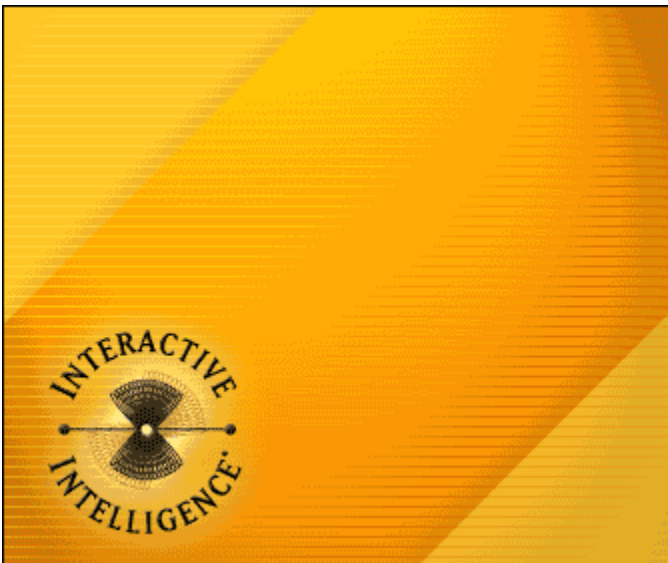


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Concierge Colorado Reaps Benefits of Effective CRM



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Top-level service is something that we write about every day — especially regarding those companies who state that their latest initiative was put in place to drive such service. The challenge for these organizations is the execution of such services, especially after these initiatives are underway.



Todd Wheeler, the owner of Concierge Colorado and Hospital Concierge of America, believes that top-level service is hard to find, but also essential for the well-being and productivity of today's corporate America. He has dedicated himself to communicating this message and has built several successful businesses around the devotion to excellence and care.

With today's highly competitive business environment, companies are increasingly demanding top performance from their employees to further the bottom line, yet the most successful companies understand that this dedication to service goes both ways.

Companies that actively take care of their employees reap the benefit through increased sales and productivity, strong employee retention and a more loyal and productive team that will go the proverbial “extra mile” for customers. This intangible is often elusive, yet will separate the winners from the losers in the business world.

“Companies today are doing more work with fewer people, creating a longer workweek and increased stress,” explains Todd Wheeler, CEO of Concierge Colorado. “Trying to balance a career and personal life is often overwhelming. As a result, the most successful companies are working to change this model. In fact, over one-third of Fortune Magazine’s Top 100 Companies To Work For offer concierge services.”

Wheeler makes use of the latest Web-delivered software applications to ensure that his extensively trained and professional staff is able to work efficiently and manage the more than 30,000 requests they receive each year. These applications include StreetSmart’s newest CRM v2 application.

To keep on top of clients and prevent costly mistakes, Wheeler and his staff uses a series of productivity applications from InfoStreet. These Web-based applications include portal access, file sharing, shared calendaring, scheduling tasks, e-mail and CRM.

These applications are delivered through a secure Web browser, enabling employees to access their entire “desktop” in real-time from any location — particularly handy for those urgent 2:00 am requests that invariably crop up.

Wheeler elaborates, “With thousands of customers and tens of thousands of requests per year we needed a system to manage and track all of the idiosyncrasies and details of these tasks and produce reports in real-time.” Wheeler says that they searched far and wide when investigating an all-encompassing application that would fulfill their diverse needs.

“With StreetSmart, we were able to customize the system for the concierge industry. There is nothing else that even comes close to this software that is not cumbersome and hard to use. With Street Smart in place, we can have people up and running and using the system to Accelerate the Pace of Their Success in less than an hour.”

Since the implementation of this technology, Concierge Colorado has seen marked increases in efficiency, tracking, reporting, management, sales, operations and communications, both internally and with their remote sites. Wheeler has noted a 30 percent increase in business since implementation.

The reality in business is that any company can tout quality customer service, but it is those that actually deliver on that promise day in and day out that will reap the benefits of a loyal workforce and loyal customer base that will drive down costs while generating significant revenue.

Susan J. Campbell is a contributing editor for TMCnet and has also written for eastbiz.com. To read more of Susan's articles, please visit her [columnist page](#).