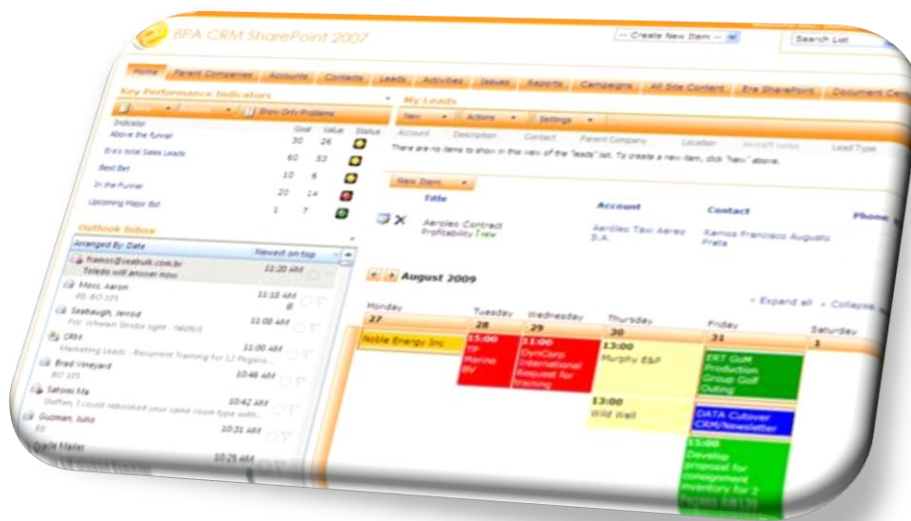




With more than 60 years experience, Era Helicopters LLC (Era) is an established leader and the longest serving helicopter provider in the industry. Headquartered in Lake Charles, Louisiana, transporting personnel to the shallow and deepwater oil and gas fields in the Gulf of Mexico and Alaska is Era's primary business.

Project Goal

The project goal was to establish a CRM, integrated with SharePoint that manages our sales funnel, activities, accounts and customer contacts.



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We looked at different programs, but decided to use BPA CRM because of the flexibility the system gives us in creating different views and lists, as well as user-friendly solutions to import and export data. We especially like the automated email alerts that keep everybody in the loop.

About the Project

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It only took 4 weeks to customize the system, after a couple of hours of training our sales team was good to go and started using the system immediately.

Conclusion

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Based on feedback from the sales team we keep improving the program every day. BPA CRM gives us the flexibility to do that on our own without paying a programmer. We generate our weekly reports directly from the CRM, without losing time.

<http://www.erahelicopters.com>