



Hong Kong Business Intermediary Co. Ltd.

New idea of brokerage business in Hong Kong

When entrepreneurs need one-stop business intermediary service, they turn to Hong Kong Business Intermediary Co. (HKBI), which provide an ideal platform for business brokerage, franchising and licensing opportunities in the Greater China Region. HKBI' own growth and success has been fueled by the successful relationships it has built with its clients.

Hong Kong Business Intermediary Co. Ltd. (HKBI) was established in 2001. It is Hong Kong's first business brokerage firm specializes in small business sales, providing business buyers and sellers with an effective transaction platform with full team support. **HKBI** has a large team of dedicated professionals to ensure a successful transformation of their clients' entrepreneurial dreams into favorable realities. They started to use Maximizer Enterprise since 2004. Being supported by such an advanced Customer Relationship Management (CRM) solution, it was then become the first business brokerage firm in Hong Kong to be awarded ISO 9001 certification and The Hong Kong Q-Mark Service Scheme Certification. *'Offering a quality product is only half the solution. If we can't communicate with our customers effectively and give them the very best service, we haven't done our job. Maximizer Enterprise makes this a lot easier and less time consuming.'* commented Edwin Lee, Chief Executive Officer of HKBI.

Maximizer Enterprise CRM Solution

As the business kept running well, they were trying to expand in order to maintain quality services. More teams were formed and each business field was more focused. To manage hundred thousands of data, they needed a strong but user-friendly CRM system to integrate all the existing data to make sure information for different buyers and sellers in different business nature can be well organized and matched accurately. They were also looking for tools helping them communicate with customers directly with minimum human resources. In addition, management level wanted to manage more focally on all the finished and progressing projects.

To do this, HKBI directly imported their current data into the Maximizer address book. *'The migration path with Maximizer Software's product has been very smooth.'* said Mr. Lee. By dividing into two major groups, buyers and sellers, all information for every business such as types of shop by seller and preferring district of shop from buyer are clearly organized and accurately matched.

Sales Opportunity & Crystal Report©

On top of that, they managed every single project in all field such as franchising and licensing strategically. Through the combination use of the **User define field** and **Opportunity management**, different strategic plans are developed specifically for every single field. All details of each project can also be fully reflected by **Crystal Report©**. Now, managers can easily monitor each project by details like progress, time require and successful percentage.

Email Campaigns

Being sellers and potential buyers in HKBI, they are able to receive instant and suitable information through emails. The **Email campaign** in Maximizer can automatically broadcast email batch by batch to all targeted accounts, which are selected by the **Narrow search** system. With this, the marketing department benefit from data mining and marketing campaign result tracking. *‘Maximizer Enterprise now also provides a holistic view of our advisors.’* said Mr. Lee. *‘With the integration into our transaction database, it streamlines process and saves everyone time by reducing redundant data entry efforts. It also helps us utilize customer and sales information to contact targeted marketing campaigns.’*

HKBI are now operating with high efficiency on data processing, partner matching and assisting communication between customers. They provide excellent and premium services in different types of business transaction, which are having reached international standard. *‘With Maximizer enterprise as our CRM system, we have moved towards a more seamless application of technology. Through one interface, all information required can be seen and this makes the jobs for both and IT staff a lot easier.’* said Mr. Lee

