

A Collaborative Sales Suite – Q.System

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Mr. Liu Shaw Jiun
Deputy Director, Sales Division
Daikin Airconditioning (Singapore) Pte Ltd

At Daikin, winning multi-million dollars projects is a critical step towards increasing our market share in the air-conditioning industry where we are already considered one of few dominant players. Each sales proposal adopts our very own Daikin Sales Cycle, which is an intricate and proven process that manages the entire life cycle of a proposal from initiation to closure. Each proposal requires the involvement and inputs from different stakeholders (Sales Consultants, Sales Support, Sales Engineers, Project Leader etc) at different juncture of the life cycle.

As such, having the correct information at the correct time is critical to each stakeholder to ensure that the eventual proposal is comprehensively submitted on time. With these requirements and our domain expertise, we commissioned KEYfields Pte Ltd, to design and develop the Q.System, a Collaborative Sales Suite that is capable of supporting our sales cycle process with productivity and collaborations functions.

“Our partnership with KEYfields had proven to be the right choice for us as they have the ability to understand our requirements at different levels and deliver a solution that meets our expectation”, said Mr. Liu Shaw Jiun, Assistant Director of Daikin Singapore. Through KEYfields, we also managed to make refinements to our existing processes over the many consultative sessions as well as eliminate recurring and redundant steps that can be best managed via Information Technology.

After this successful launch in Singapore, we are now working with KEYfields to plan a roll-out of Q.System to our other regional offices.