

REDHORSE CRM USER PROFILE: SECURITY OF LOS ANGELES (SOLA)

Security of Los Angeles (SOLA) is one of Southern California's Largest independently owned security services protecting billions of dollars in property for business, institutions and government organizations since 1970.

SOLA switched over to RedHorse in August of 2010 upon recommendation of our Solutions Provider. Sola had been running several different software programs including Goldmine and Alarms1.

IMPROVED BUSINESS OPERATIONS WITH REDHORSE CRM

SOLA needed a one stop product solution that would allow them to manage their customer accounts and contacted TeamAutomation, their primary source for CRM solutions for the past several years.

After review of several options, it was determined that RedHorse was the solution. SOLA could now manage telemarketers, have service tickets created and viewed by all departments, and allow integration with QuickBooks for billing.

RedHorse also gave them the SQL database platform and a far superior e-mail option than GoldMine had offered.

RedHorse has given us tools and features that have dramatically improved our operations. I can now manage the entire company from one screen viewing where my sales team is in every step of the sales process, and allowing us to make sure our service staff is on top of any customer need.

RedHorse also allows us to store all documents and e-mails by client which is allowing us to go green and has began the elimination of large file cabinets.

Christopher Woodward
Security of Los Angeles
Vice President Operations

TEAMAUTOMATION SOLUTION

With SOLA being a long term client, TeamAutomation was very familiar with their needs as a company overall. They needed not only a CRM, but full integration within their busy day-to-day environment across the various departments. Knowing that customer contact, customer service ticketing, and accounting linkage to QuickBooks was key – RedHorse was indeed the solution of choice. As a Solutions Provider, TeamAutomation reviewed their needs, evaluated the products available, and determined that RedHorse was the best fit!

TeamAutomation helps companies grow by assisting them with their data and daily operations. That customer data often holds the secret to increased sales and profitability. They gather, analyze and manage data by using software and database products designed specifically for business growth and success. By utilizing software and database tools, they measure patterns, count and filter data, and organize the information in order to communicate with prospects and clients.