

eyeCRM enables people with visual impairment to work effectively

eyeCRM is a CRM system custom fitted for the visually impaired, and Mikael Jungklo uses it for his work.

- Without eyeCRM, I would not be able to work this efficiently, he says.

When Mikael Jungklo's eyesight began to deteriorate, it became increasingly difficult to continue his job as a real estate agent. Now, he has his own company MWJ Sales in Malmö where he is a sales and marketing consultant. The eyeCRM system enables Mikael Jungklo to offer various services to businesses and organisations such as telemarketing, appointments, marketing and surveys. With eyeCRM he can easily keep track of contacts and finalise his commissions effectively.

- I can quickly access a contact on my iPad, click on the phone icon, and eyeCRM will automatically make the call.

Clear and comprehensible

Campaign lists, including names of businesses and organisations, are easy to create. Information such as company names, contacts and phone numbers are displayed in a clear and comprehensible manner; this allows Mikael Jungklo to call a contact and directly note down activities, dates and other important information, all within the program.

The system continuously sorts the campaign list and shows which contacts are relevant for each day. For an easy follow up process, it also displays the total number of businesses and contacts as well as their current status.

The program is web based and available for PC, MAC, iPhone, iPad, and Android phones and tablets.

A part of the development

Lars Bergqvist is the CSO at Designtech Solutions in Luleå, one of Mikael Jungklo's clients. Lars too has a visual impairment, as well as many years of experience in the development and sales of advanced IT systems.

- The eyeCRM program enables people with visual impairment to work effectively with sales and marketing, he attests, and adds:
- We have successfully used Mikael's services for several years and have been a part of the development of eyeCRM.

Products and services

Designtech Solutions is a company with many products and services in IT systems for document and project management.

- Due to this eyeCRM project being so successful, we at Designtech can now help our clients to develop systems, apps and websites custom fitted specifically for the people with visual impairment, or other impairments, says Lars.

Factors to consider

He highlights a number of factors to consider when developing systems for people with visual impairment:

- It is important to use the right colours for text and background, the right font and text size, clear icons, and that the system supports text-to-speech.

Footnote: CRM stands for Customer Relationship Management, a well-established term for computer systems handling data for effective sales.

More information:

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www.designtech.se

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