PERSONS WITH DISABLED VISION JUST WORK WITH EYECRM

Submitted by Irena Lauterbach | | Latest

Mikael Jungklo uses eyeCRM in his job, a specially adapted CRM system for people with impaired vision.

- Without eyeCRM, I would have had a very difficult time performing the work so efficiently, he says.

For Mikael Jungklo, it became difficult to continue the job as a real estate agent due to impaired vision. Instead, he now works as a sales and marketing consultant in his own company MWJ Sales AB in Malmö. Thanks to eyeCRM, he can offer services to companies and organizations that need help with telephone sales, booking appointments, marketing, surveys, and more. With eyeCRM, he can easily and efficiently keep track of all contacts and carry out his assignments.

- I quickly find a contact in my iPad and click on the phone symbol and eyeCRM calls automatically, he says.

Simple and clear

eyeCRM enables him to create campaign lists with the companies and organization to be processed. Information such as company names, contacts, telephone numbers and more are displayed simply and clearly. This means that he can call a person directly from the program and, after completing the conversation, note down activities, dates for the next activity and other important things. The system sorts the campaign list gradually and shows the contacts to be made every day. To make the follow-up simple, the number of companies, the number of completed contacts, status, and more are displayed. The program is web-based and can be used on PC, MAC, iPhone, iPad, Android mobiles and tablets.

Affected the development

Lars Bergqvist is CSO at Designtech Solutions AB in Luleå, one of Mikael Jungklo's clients. Lars also has impaired vision, as well as many years of experience in the development and sale of advanced IT systems.

- The eyeCRM program enables people with impaired vision to work effectively with sales and marketing, he assures and adds:

- In addition to the fact that we have used Mikael's services successfully for several years, we have also been involved and influenced the development of eyeCRM.

Products and services

Designtech Solutions is a company with a further large number of products and services within IT systems for document and project management.

- Because this project with eyeCRM has been so successful, we at Designtech now offer companies and organizations to develop customized systems, apps and websites that are specially adapted for people with impaired vision, or other disabilities, says Lars.

Important to remember

He emphasizes that there are a number of factors to consider when developing systems for people with visual impairments:

- It is important to use the right colors for text and background, the right font and size of text, clear buttons, the ability to enlarge the text - and to adapt the system for speech synthesis.

Footnote: CRM stands for "Customer Relationship Management", an accepted concept for computer systems that handle data and data for efficient sales.

More information:

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