

TJ Group delivers a Market-Information and Project-Tracking solution to LANXESS – Business Unit ION

Leverkusen, 04-06-23 -The business unit ION from LANXESS has selected TJ Group CRM Suite as its new Market-Information and Project-Tracking solution. With the solution, ION improves the operation of its sales organization. At the first stage, TJ Group CRM Suite will be used by up to 200 LANXESS employees belonging to the BU ION marketing the Lewatit brand of ion-exchangers, adsorbers and polymers.

- The features of the standard TJ Group CRM Suite were very close to our final requirements. We wanted a functional business tool with strong existing references, which would help our sales personnel to work more effectively and systematically. The CRM solution we selected is a part of our answer to the sales, marketing and opportunity management challenges we currently face, says **Jean-Marc Vesselle**, Director Marketing and Supply Chain from the BU ION.

TJ Group CRM Suite is a flexible and cost-effective solution, which is used for improving both separate sales, marketing and customer service processes and cooperation between these functions. TJ Group CRM solutions have over 180,000 users in Europe and North America.

TJ Group Plc produces extended customer relationship management solutions that improve operation of companies and public administration organizations. The company develops and sells marketing, sales, customer service, and documentation management software and customized software solutions through the companies belonging to the group. The group has approx. 230 employees in Finland, Germany, Norway, Sweden, and Switzerland. TJ Group products and services are also sold by the partner companies of which 7 are in the Nordic Countries, 17 in other European countries, 2 in the United States, and 1 in Australia. The turnover of the group in 2003 amounted to EUR 24.1 million. TJ Group is listed in the Helsinki Exchanges.

If you have any further questions please contact:

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