

CeBIT: Musa srl has hit the bull's eye with “simplify your front office”

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The participation of Musa srl at CeBIT gave evidence that the business concept of “simplify your front office” is just what customers are looking for. Musa srl is the vendor of MUSA, the unique and compact all-in-one platform.

During the 6 days of the show Musa srl took the chance not only to present MUSA, the innovative and compact all-in-one platform streamlining front office procedures by integrating different steps of processes in one product but also to gather the feedback from potentials from various countries.

“We are very pleased to see that MUSA has met such a high, positive resonance, said Filippo Marangoni, General Manager of Musa srl. “This is a fantastic confirmation of our work in the past but also an encouragement to further develop the “myMUSA” concept according to special market requests”

Companies are in search for critical competitive advantages

As industries mature and companies can no longer differentiate themselves by product or price customer service becomes a decisive factor for competitiveness. Managers realize that service and support interactions are often the only direct contact the company has with the customer. Therefore the quality of those interactions has a significant impact on long-term business success.

Musa - the key to improve customer satisfaction

Musa srl. is putting the customer in the middle of its activities. Many customer relations are starting in the front office that still has a lot of paperwork. To collect right customer data and to transfer it in the right way from front to back office at the right time is the key for successful business relation.

The idea that is heart of the company is the same that led to the birth of MUSA: to combine cutting-edge technology with project design and profound implementation experience. MUSA stands for **Multi Utility Smart Appliance**, an innovative and compact instrument, easy and efficiently to operate to improve customers' satisfaction by generating higher efficiency at the front desk and by growing the quality in customers services at the same time.

Simplify your front office

Musa is dealing with the simple and speedy collection and processing of personal documents during the process of customer relationship management. "Simplifying your front office" for Musa means to make real use of your existing information technology by streamlining the activities which means to treat, to recognize and to make data from different paper documents quickly available and to avoid to fill out repetitively forms and more.

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Musa srl

Musa srl is leading in simplifying front office of enterprises of all size. The idea that is heart of the company is the same that led to the birth of MUSA (**M**ulti **U**tility **S**mart **A**ppliance): to combine cutting-edge technology with project and implementation experience. MUSA enables organisations to automate, to manage and to evolve their customer process by collecting and processing personal documents quickly and cost-efficiently to generate benefits for the entire organisation.

Founded in 2006 by a team of managers with many years of IT experience Musa srl, having research and development as well as its sales office in Italy and abroad, is ready to better assist the needs of those who want to make use of the unused potential of their customer services. Musa serves customers in a variety of industries including financial services, TLC provider, fairs and notary.