

40th anniversary of Nova Systems

Success is a listening word

Nova Systems is an Italian IT enterprise that has focused on software solutions for the world of transport, customs clearance, dispatch and logistics for 40 years.

Barbara Avesani knows about the keys to successful business. "Listening to our customer's needs and expectations is one element of our strategy of going deeper than simple relations between partners. Winning projects are born from an open and sincere exchange of ideas. That's what makes the difference in the market." Avesani is the business developer of Nova Systems, an IT firm that specialises in developing software solutions for the world of shipping, transport, customs and logistics. Its 'BeOne' ERP solution takes pride of place in its portfolio.

Ever greater focus on global markets

This year, Nova Systems, which is already present in Italy, Spain and France, opened an office in Malta too, and passed another important milestone – 40 years in business. "We combine experience and innovation to serve our clients," Avesani continued. "Our BeOne management software, developed by our own research and development centre, satisfies every need of shippers and logistic operators. It accompanies our clients' growth through features that improve their daily business activities."

Processes became even easier recently, when Nova Systems introduced a new position – customer success manager. This trustworthy interlocutor pro-actively cultivates dialogue with customers, to enable them to take full advantage of the potential of the BeOne software.

A help desk structured at multiple levels

"We've thus established a direct line to customers and ensure that relationships are based on mutual trust. This, in turn, allows clients to take advantage of the best solutions, to remain a step ahead of the market and thus garner new business opportunities. We listen to our clients and their needs, analyse them and provide the right tools. We always create a tailored solution," she added. "The satisfaction of logistics operators and shippers is our priority. In addition, our help desk support services are consciously structured at multiple levels, in order to provide a precise and timely response to every request."

Nova Systems' help desk is staffed by a qualified and multilingual team. The service provides timely support to all of its users, wherever they may be located in the world. In addition to standard telephone assistance, the customer also receives telematic support, by opening a ticket in a digital sector reserved for customer access. This enables firms to always have every report and request



Barbara Avesani, business developer of the Verona-based Italian firm Nova Systems.

under control. The use of these tickets also allows Nova Systems to channel the request directly to one of its specialists, thus further reducing the time-lag to an intervention.

Opening a new chapter in relationships with customers

The Nova Academy is the newest chapter in the story of Nova Systems' customer relations. "This schooling further raises the quality of our support. The academy has three main objectives," Avesani said. "Through our webinars we enable clients to use the BeOne software solution autonomously; we seek to improve performance in all of our client company's sectors; and to contribute to streamlining the daily tasks of users. This goes straight to the heart of operational and business success." *it*

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