

## Case Study

“Customer service has been improved, as has productivity, due to the ability of anyone to handle any customer query quickly and effectively.”

Jason Markwick, Managing Director, Arcadia Corporate Merchandise



Arcadia Corporate Merchandise supplies promotional products to a mainly blue chip client base. Founded 7 years ago, the company today ranks among the top 30 UK merchandising suppliers both in size and product range.

This position has been achieved through continuous attention to customer satisfaction and by providing new ideas and products to help promote branding strategies.

Unique to the industry is an integrated fulfilment service of warehousing, order processing and distribution, using a client website designed and hosted by Arcadia, for clients' resellers or agents globally.

### Key Objectives

- To enable anyone in Arcadia to respond sensibly to customer queries
- Replace complex customer quotations based on Excel© spreadsheets, then to transfer quotations into sales orders rapidly and accurately
- Manage client projects which can run for up to 5 years.

### Solution

QuoteWerks© and GoldMine© were evaluated but did not match overall

needs. Arcadia's Opera reseller recommended ProspectSoft CRM and phased installation began in mid-2004.

### Benefits

- All ProspectSoft CRM users can deal with any customer query because of instant access to details of phone calls, correspondence, quotations or orders
- Customer quotations are turned round in hours rather than days.
- Transcription errors have fallen steeply and efficiency has improved through automatic conversion of ProspectSoft quotations into orders in Opera SOP
- CRM users can access all Opera II Sales Ledger transactions and the notepad
- Recording the source of each enquiry in ProspectSoft CRM provides detailed analysis of results of marketing activities
- Complex or lengthy sales processes are easily managed

In addition, 7 people market the business through mailers, catalogues and the website. They target new accounts by visiting trade shows and by tracking which companies are spending on merchandising products. These activities are all managed through ProspectSoft CRM.

According to managing director, Jason Markwick,

*“Customer service has been greatly improved, as has overall productivity, due to the ability of any member of staff who answers the phone to access the system and handle any customer query quickly and effectively.”*

Arcadia plans further integration with Opera II, particularly Purchase Ledger, to record and track supplier quotations and orders, then to relate them to quotations for Arcadia's customers.

### Key Facts

- Industry: Corporate Promotion Products
- No of Staff: 18
- Accounting System: Pegasus Opera II
- No previous CRM System

### CRM System Details

- No of sites: 1
- No of Network Users: 10
- No of Modules: 8
- Installation began: Mid 2004

More Case Studies are available at:

[www.prospectsoft.com/crm/users/](http://www.prospectsoft.com/crm/users/)

### Key Features

- **Configurable** for many sizes and types of organisation with multiple functional modules
- **Fully scalable** from entry-level to enterprise-wide solution
- Sales force, marketing and field service **automation**, all with management escalation
- **Dynamic integration** with **Microsoft Office** giving full document management
- **B2B and/or B2C customer relationship management** within one system
- **Dynamic analysis** and **detailed management reporting** on customers and suppliers, sales, service or products

