

## Case Study

“Turnover is up by nearly 50% over the last year, due in no small part to the extra management control that ProspectSoft CRM gives us”

Andrew Watson, General Manager, Bathing Solutions Ltd

Bathing Solutions supplies a range of walk-in baths with matching toilets and washbasins, mainly for people with impaired movement. The introduction of a shower range in 2004 caused a growth explosion and these new products now account for almost 50% of sales.

From 3 people working in a house in 1998, Bathing Solutions, of Ledbury near Hereford, had sales of £5 million in 2004. Manufacture of all components is sub-contracted.

Enquiries are generated through magazine advertising, which consumers respond to by mailing coupons or accessing the company's website or by phone. These are followed up by a tele-canvassing team, which assesses requirements and, if appropriate, arranges a consultant's visit, to start the order process.

### Key Objectives

Bathing Solutions' main problem was to record every customer enquiry accurately and track them through at least 12 stages to order completion, including sub-contract installation teams. A wrong entry, a delay in response or poor scheduling could effect customer satisfaction and even lose orders.

200 to 400 enquiries are generated weekly, at a cost of £100 each. An average order is worth £4,500, so 3-4 more orders a week, resulting from better enquiry management, would be a major benefit.

### Solution

After reviewing offerings from Achiever™, Goldmine™ and Microsoft™, ProspectSoft CRM was selected Bathing Solutions for several key reasons:

- Once an enquiry is logged in ProspectSoft CRM, notepad entries cannot be altered, so all actions are fully traceable
- The system stores all documents about any enquiry, inbound and outbound, which are then accessible to every user
- A ProspectSoft CRM "status" is assigned to every stage of the order process, in a mandatory sequence, so that no stage can be omitted. This produces very effective process management
- Time elapsed within and between each status is logged by the system and any delays can be flagged to management
- A picking list for product shipments against any order is now produced as a standard document within ProspectSoft CRM
- Close Integration with Microsoft Outlook makes for easy calendar management
- Effectiveness of canvassers, salespeople and installers can be reported on, for training or other remedial activities
- The system tracks all enquiries by publication, so yield quantity and order value per publication by can be analysed
- User screens are adapted to fit Bathing Solutions' methods of operation through the Screen Customiser module

Although implementation of such a system was a major culture change for Bathing Solutions staff, ProspectSoft CRM met with strong user acceptance from, because of its ease of use and because it provided instant access to all customer issues.

According to General Manager, Andrew Watson, *"Turnover is up by nearly 50% over the last year and this is in no small part due to the extra management control that ProspectSoft CRM gives us"*

The company anticipates more benefits as additional ProspectSoft CRM modules are implemented, particularly Problem Tracking, to improve technical support.

### Key Facts

- Industry: Specialist Bathrooms
- No of Staff: 17
- Accounting System: Sage Line 50
- No previous CRM System

### CRM System Details

- No of sites: 1
- No of Network Users: 8
- No of Modules: 7
- Installation began: June 2004

### 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

