

Case Study

ProspectSoft CRM assists Mayflower Glass to change from a product-driven company to one that is “customer-centric”



East Boldon-based Mayflower Glass is one of the world’s most renowned manufacturers of artistic glass and giftware.

From ships in bottles to pomanders and crystal and glass collectables, Mayflower is famous throughout the giftware trade as a long-established manufacturer of high-quality products, with a continually expanding line. Customers range from major department stores to leisure-park boutiques around the world, while international trade fairs are an important source of new clients. An in-house team manages sales and telesales activities, supported by independent field representatives.

Key Objectives

In September 2001 Mayflower Glass installed Pegasus Opera and was seeking a suitable CRM system to integrate with it. Management realised the necessity to become much more customer focused, to defend against products from countries with a much lower cost base. Systems like Act! Maximizer and Goldmine were evaluated, but all were found lacking in either cost-effectiveness or fitness for purpose. In July 2002, the company installed a ProspectSoft CRM system, configured with 6 modules, to manage

all customer and sales activities, for the following reasons:

- The hierarchical structure of ProspectSoft CRM gives users instant access to details of all customers and contacts, site-by-site
- The system can log all postal, telephone or e-mail enquiries from customer, then locate the nearest stockist using post-code look-up facilities
- ProspectSoft CRM integrates closely with Pegasus Opera to access sales ledger account information and to check stock levels
- Close integration with MS Office products allows users to generate and manage customer correspondence

Results

Mayflower Glass’ move from a product-driven to a “customer-centric” company was greatly assisted by ProspectSoft CRM. In the future the company wants to exploit more of the system’s inherent capabilities of sophisticated analysis and reporting. These can provide management with information such as which customers buy which products through which sales outlets, to support decisions about where Mayflower Glass should concentrate its sales and promotion activities.

Key facts

- Industry: Manufacturer of glass giftware
- No of staff: 45
- Accounting system: Pegasus Opera
- No previous CRM system

Priorities for CRM System

- Hierarchical customer record structure
- Rapid logging, allocation and tracking of customer enquiries
- Close integration with Pegasus Opera and MS Office

CRM System Details

- No of Sites: 1
- No of Network Users: 3
- No of Modules: 6
- Installation began in July 2002

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

