

Case Study

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Stage Technologies Ltd Marketing Director John Hastie



London-based Stage Technologies supplies engineering solutions for the entertainment industry, at venues as diverse as London's Royal Opera House, the Genting Highlands Resort complex in Malaysia and the cruise ship "Golden Princess".

The company manages small- or large-scale turnkey projects and also provides off-the-shelf solutions. In 2003, Stage Technologies handled some 30 projects worldwide, ranging in value from £10,000 to £2.5 million.

Key Objectives

According to Marketing Director John Hastie, an ever-increasing requirement was to build a relationship network that linked projects with any of 3,500 business contacts all over the world, to provide better understanding of true business potential. So, what the company needed was a CRM system that also provided extensive project management support. After careful evaluation of systems like Sales Logix and Maximizer, Stage Technologies selected and implemented ProspectSoft CRM for three main reasons:

- ProspectSoft CRM enables multiple concurrent projects to be managed in depth, and accessed by office-based and mobile users
- Projects can be related to consultants and other third parties anywhere in the world
- The system integrates seamlessly and interacts extensively with Exchequer Enterprise

Results

John Hastie states:

“With senior staff often in different countries, we needed a robust CRM system capable of moulding to the unique idiosyncrasies and demands of our industry. ProspectSoft CRM has risen to this challenge, enhancing internal information flows and assisting with all aspects of our marketing, sales and customer satisfaction processes.”

The integration between ProspectSoft CRM and Exchequer Enterprise has produced a much more detailed view of customers and projects. Since the release of ProspectSoft CRM Version 5, Stage Technologies has implemented FTP replication for all mobile users and is looking forward to providing PDAs for more staff.

Key facts

- Industry: Engineering solutions for entertainment venues
- No of staff: 45
- Accounting System: Exchequer Enterprise
- No previous CRM system

Priorities for CRM System

- Log, track and manage projects
- Link projects and contacts, worldwide
- Tight integration with Exchequer Enterprise

CRM System Details

- No of sites: 1
- No of Network users: 3
- No of Mobile users: 8
- No of Modules: 7
- Installation began in November 2003

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

