

Case Study

“Since implementing ProspectSoft CRM, turnover has increased by 12.5% and gross profit by 29%. We could never return to our old methods.”

Swiftclean Managing Director Gary Nicholls



Founded in 1982, Swiftclean provides a wide range of contracted cleaning services for air movement and water systems, hygiene monitoring and decontamination, to factories, offices and hospitals.

From offices in Southend and Leicester, mobile teams deliver a unique service around the country. To improve interactions with over 7,500 customers, Swiftclean needed to replace a dated contact manager with a true Customer Relationship Management system.

Key Objectives

After reviewing several CRM systems in detail, Managing Director Gary Nicholls was delighted by ProspectSoft’s modular structure and mobile operation, and its close integration with the Pegasus Opera accounting system. The system matched Swiftclean’s requirements ideally, both for enhanced customer communication, and for continuity in processes. The main reasons for selecting ProspectSoft CRM were:

- ProspectSoft CRM provides smooth and reliable information flow between all departments including office and mobile users

- Integration with the accounts system makes sales ledger information accessible to users in the office and on the road
- The system’s problem management module ensures all pre- and post-sales issues are logged and addressed effectively
- ProspectSoft CRM’s reporter enables Swiftclean to analyse all key performance indicators at any time

Results

Customer information is now available to all departments. At a customer’s site, field staff can instantly access notes on customer calls, sales ledger balances, order status, recent correspondence and any problems, such as service calls.

Since the implementation of ProspectSoft CRM, Swiftclean’s turnover has increased by 12.5% and net profit by 29%. According to Gary Nicholls,

“ProspectSoft CRM has been a major benefit to the business – we could never return to our old methods.”

Key facts

- Industry: Industrial cleaning services
- No of staff: 50
- Accounting System: Pegasus Opera II
- Previous CRM system: Connections

Priorities for CRM System

- Improved customer information flow between departments
- Manage customer problems efficiently
- Access to information for field staff
- Analyse key performance indicators

CRM System Details

- No of Sites: 2
- No of Network Users: 7
- No of Mobile users: 9
- No of Modules: 9
- Installation began in November 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