

## Case Study

# Vivid's sales and management teams can review and analyse customer information derived from 3 entirely different accounting systems, accumulated over a period of more than 7 years



### In 20 years, Vivid Presentation Solutions has become the UK's largest independent supplier of laminating and binding machines, related equipment and consumables.

Excellent after-sales service has helped Vivid to obtain major local government contracts in a customer base that includes 30% of FT 100 companies.

#### Key Objectives

A small field sales group generates orders for new hardware, while an 8 strong telesales team handles follow-on consumables business – an important part of turnover. Hundreds of sales and purchase orders for thousands of stock lines are processed weekly. Sales enquiries and quotations were poorly handled with spreadsheets and paper.

These processes needed radical reform.

#### Results

The benefits to Vivid have been dramatic:

- 60% improvement in speed and accuracy of response to customer enquiries, particularly quotations, leading to 35% increase in order entry

- 30% reduction in response times on support issues (none are now missed, previously an unknown quantity) and guaranteed customer follow-up
- Immeasurable improvement in customer intelligence, which was not previously available e.g. sales by product, by customer, territory and salesperson, over time

Vivid used the Pegasus Opera accounting system in 1999. Sage Line 50 replaced this briefly, before Access Dimensions was implemented in 2002. It was vital to retain the detailed sales history accumulated by the CRM system from both Opera and Sage.

Consequently, through a single ProspectSoft CRM window, Vivid's sales and management teams can review and analyse customer information derived from 3 entirely different accounting systems, accumulated over a period of more than 7 years.

In the face of stiffer competition, Vivid is focusing on its strengths in customer service and support. More detailed management information will be needed from the system and, as staff spend more time on the road, ProspectSoft CRM's mobile capabilities will prove invaluable to Vivid.

#### Key facts

- Industry: Supplier of office equipment
- No of staff: 24
- Accounting system: Access Dimensions
- No previous CRM system

#### Priorities for CRM System

- Accurate logging and tracking of customer calls
- Close integration with accounts
- Rapid production of letters and quotations
- Improved customer knowledge

#### CRM System Details

- No of Sites: 1
- No of Network Users: 8
- No of Modules: 10
- Installation began in August 1999

#### 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

