

## CRM Case Study: Alltruck plc

Alltruck plc, a major player in the UK's transport and distribution industry, implemented a new CRM solution to meet the challenges of a complex, demanding and often unique market.

Alltruck plc specialises in transport and distribution. They're in a demanding market requiring flexibility, high levels of customer service and a full understanding of customer needs. In this industry sector, providing customer satisfaction isn't enough: Alltruck believes passionately in customer success.

As a forward thinking company, Alltruck had already embraced CRM technology before contacting Concentrix. However, because of the challenges of the logistics market, Alltruck needed to use the latest CRM software to really move forward.

### Alltruck plc's business

Alltruck is a market leader in contract hire, truck rental, commercial vehicle bodyshop and distribution solutions. They offer a complete range of services to fill a wide variety of transport needs.

Flexibility is important in today's logistics market. One of Alltruck's key strengths is doing whatever it takes to keep their customers' products moving 24 hours a day, 7 days a week.

With a work force of over 100, Alltruck believes in looking after its staff as well as customers. They have excellent training programmes and recently gained the Investors in People award.

Originally founded in 1989, Alltruck today is the result of a management buyout in April 2000.

### Objectives

The needs of the logistics industry are complex and often unique. Alltruck needed a CRM system that would match the varied, demanding and frequently challenging needs of their industry.

Due to the competitive nature of the market, the primary objective of Alltruck's new CRM system was to provide highly effective sales and marketing support. Alltruck wanted to build on existing business while developing their customer base.

Chris Beckett, Alltruck's New Business Development Manager, states, "We needed to build a comprehensive database of information which, as well as showing full contact history and customer information, would allow us to accurately target prospects, record all opportunities and produce full and accurate sales pipelines".

Before they contacted Concentrix, Alltruck had been using a CRM system that had limited functionality. Some staff found it slow, difficult to use, unreliable and frustrating. This meant that the new CRM solution had to go beyond software. As well as being



*The Concentrix CRM solution helped Alltruck plc to:*

- » Improve their internal business processes
- » Increase efficiency of customer facing staff
- » Respond more effectively to the demands of a challenging market
- » Continue to provide outstanding customer service

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functionally and technically sound, it also had to restore faith in the CRM process as a whole.

## The CRM solution

To begin the CRM project, Concentrix looked at Alltruck's current business processes. They investigated existing procedures, along with strategic, operational, functional and user requirements. The outcome was to recommend GoldMine Corporate Edition.

Concentrix and Alltruck felt GoldMine Corporate Edition was the most appropriate CRM solution for a variety of reasons. It enables a strong focus on customer relationships which fits Alltruck's competitive market and corporate values well. It gives excellent management oversight for better sales forecasting. It would allow Alltruck to proactively manage customers and identify top opportunities for improved efficiency. Above all, it matched the CRM requirements of Alltruck's market and the logistics industry extremely well.

Concentrix deployed the new CRM system quickly and efficiently with minimum disruption to Alltruck's day-to-day business. Concentrix delivered a full CRM training programme and gave Alltruck access to Concentrix support services.

Initially, Concentrix installed GoldMine Corporate Edition for the Alltruck Sales department. The easy-to-use interface and extensive functionality really outshone their old CRM system. This made user uptake straightforward. In fact, users started using GoldMine



Corporate Edition with enthusiasm. Staff soon found they had more time to concentrate on their core tasks as the new CRM system automated many of their routine and repetitive jobs.

Alltruck found that GoldMine's organised data capture and the powerful filters for targeting came into their own. The use of pre-defined templates for high-volume emails to customers and prospects also saved Alltruck staff a huge amount of time and effort.

## Outcomes

GoldMine Corporate Edition was the ideal CRM application for Alltruck. As well as the many practical advantages, by providing the right CRM tool Alltruck helped keep their staff motivated. However, CRM implementation was far more than just a new software system. The comprehensive review of internal processes had moved the whole business forward and brought about positive changes throughout the organisation.

Overall, the new CRM system delivered some dramatic improvements to Alltruck. It improved productivity of sales, marketing and administration staff. It streamlined their sales pipeline. It lowered selling costs, while at the same time sales increased. Above all, it exceeded Alltruck's original objectives for the new

CRM system, giving them the flexibility and resources to deliver the high levels of customer service they needed to maintain leadership in their market.

## Looking forward

When Alltruck first started their CRM project, they originally intended it for use by its sales staff. However, the solution was so effective that staff in other departments now use it as well. When asked if they are likely to expand the system, Chris Beckett replies "very possibly in the future, but at the moment this CRM system is just what we need".

Using the new CRM system enables Alltruck to continue to build on existing business while developing their market and customer base. Sales, Marketing, Administration and other frontline staff have quick access to comprehensive customer information. There is also plenty of flexibility available as the market changes and Alltruck's customer base grows. GoldMine Corporate Edition, as implemented by Concentrix, is a key factor in Alltruck's continuing success.

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