

CRM Case Study: ISS Damage Control

In recent years, ISS Damage Control has undergone exceptional growth. From humble beginnings, it is now the largest disaster recovery company in the UK. To keep this momentum, ISS Damage Control chose Concentrix to implement a comprehensive, state-of-the-art CRM solution.

The key strength of ISS Damage Control is its people. This is reflected in the company's core values of honesty, entrepreneurship, responsibility and quality. ISS Damage Control realised that a modern CRM system would help them not only support these core values, but also build on them.

For example, the improved communications and accessibility of information would assist with their open book policy. Using modern CRM technology would empower and educate their team members through better information flow, and help them take responsibility through easier access to relevant data. And nurturing a CRM culture would ensure the consistent, high quality service delivery that ISS Damage Control's market demands.

ISS Damage Control's Business

When disasters such as fire and flood happen, the single most important factor is fast response from someone with the right experience, expertise and resources. ISS Damage Control provides this response. They are a one-stop damage limitation, restoration and renovation service to victims, loss-adjusters and insurers. Their services range from full

disaster recovery, restoration of electronics and IT equipment to contamination analysis and testing.

Formed in 2001 from two existing companies, ISS Damage Control now employs nearly 130 permanent staff. In addition to this, they have a regular direct casual workforce of around 100, which at times of super surge can grow to over 500.

ISS Damage Control has clients throughout the UK and has panel approval from a number of insurance, loss adjusting and blue chip companies.

CRM Project Objectives

Because of their rapid growth, ISS Damage Control needed to move away from their existing system, which was predominantly paper-based. They aimed to embrace modern CRM technology to gain a flexible, powerful CRM solution.

The primary objective of the new CRM system was to improve efficiency and effectiveness by reducing the claim lifecycle and lowering costs to clients and insurance companies. Their open book policy also meant the CRM system would need to produce transparent audit trails. In addition, the CRM



The Concentrix CRM solution enabled ISS Damage Control to:

- » Improve their internal business processes
- » Control and automate their workflow
- » Provide more efficient and effective customer service
- » Easily access detailed management information via the web
- » Empower employees through better information flow
- » Provide complete transparency for clients

CRM Case Study: ISS Damage Control

system would also have to supply regular, comprehensive and accurate management information. It would also have to be easy for staff to use, and importantly, easy to access remotely, wherever they may be.

Following extensive market research by external consultants, as well as investigations in-house, ISS Damage Control chose Concentrix as their CRM solutions partner. This was due to the excellent reputation Concentrix has as an independent CRM specialist, the high levels of in-depth knowledge and expertise Concentrix demonstrated, and because Concentrix "really listened to our wants, needs and desires".

The Solution

Concentrix worked closely with ISS Damage Control to develop a comprehensive CRM strategy. They looked at ways in which CRM could improve existing business processes. This included opening up and integrating communication and business channels.

Concentrix investigated and defined the procedural and functional needs of users. They analysed how workflow could be streamlined, automated and controlled, and discussed key performance indicators and how they the new CRM system could measure them.

After fully assessing ISS Damage Control's CRM requirements for the medium and long-term, Concentrix recommended Sage CRM.

Sage CRM had a wide variety of features that made it ideal for ISS Damage Control's requirements. With the technical skills available from Concentrix, it could readily be tailored specifically to their needs.

Sage CRM integrated the multiple channels within ISS Damage Control and provided their staff with seamless remote access to up-to-date customer information. It enabled them to retrieve real-time information at any time and from anywhere. It enabled creation of a common client-focused knowledge base, and as a proven, popular CRM application, up-take, training and support was straightforward.

Sage CRM easily coped with the number of users (initially 35) while allowing for significant expansion in the medium to long term. It enabled controlled and automated workflow to comply with the audit requirements of the industry, with full transparency. It could automatically produce detailed management information when required by ISS Damage Control, as well as real-time information accessed from the web. It also enabled ISS Damage Control to run a customer portal, further increasing their clients accessibility and service levels.

Outcomes

Sage CRM was extremely well received by ISS Damage Control and added value throughout the business. Initially for use by 35 staff, the solution proved so

successful it was soon in use by well over 50 staff. Plus, ISS Damage Control expect the user base to grow even further as the company grows.

The new CRM system has fundamentally improved the way ISS Damage Control works in a number of areas. In particular, as they become more technology based the new CRM system will ultimately allow Project Managers to become field based, improving customer service and customer satisfaction even further.

Looking forward, ISS Damage Control is continuing to integrate use of effective technologies to help manage their customer relationships. This includes implementing digital pen and paper and '.net' enabled PDA's, asset management, revised workflows for key accounts and expansion into their catering hygiene division.

The CRM solution implemented by Concentrix exceeded ISS Damage Control's original CRM project objectives. ISS Damage Control will continue to build on the success of their CRM project to maintain their outstanding quality of service, uphold their core values and advance their lead in the market even further.

Concentrix Limited

20 Granite Way, Mountsorrel
Loughborough, LE12 7TZ

T: **+44 (0)1509 410500**
F: **+44 (0)1509 410501**
E: **info@concentrix.co.uk**
W: **www.concentrix.co.uk**