

CRM Case Study: Multi-Wing UK Ltd

Committed to a strong customer focus and growing its customer base, precision-engineering company Multi-Wing progressed from a contact management system of disparate spreadsheets and an aging database to a modern, efficient and highly effective CRM solution.

Nearly all air-moving applications, such as industrial ventilation fans, engine cooling fans, heating coils and cooling coils, have an impeller at their heart. Multi-Wing design and manufacture high-quality impellers to solve almost any air-moving challenge. In fact, Multi-Wing offers the most extensive range of impellers in the world, all made to exacting standards in the finest quality materials.

All About People

Multi-Wing believes business is about people, and provides unprecedented levels of customer service, engineering support and professionalism. Alongside product quality, providing a consistent, first-class service and maintaining a strong customer-base is key to Multi-Wing's success. The company achieves this by giving customers the utmost attention; investing in staff, equipment and technology.

Customer-Focussed

With objectives to strengthen customer focus and grow the business, Multi-Wing needed an effective tool to help its sales staff achieve their goals. Before contacting Concentrix about implementing a CRM system, Multi-Wing used various spreadsheets and an ageing database to manage its sales and customer service processes. However, this convoluted system was slow, difficult to use and

prone to inaccuracies and error. Information was not easy to access, and often incomplete. The result was wasted time, user frustration and inefficiency. And, because information was hard to find, sometimes staff bypassed the system completely. Matt Tuckey, Sales Manager at Multi-Wing comments, "We were using various spreadsheets and databases and having to switch between each to find information. This would take time or would not even be used because it was not easily accessible".

When the member of staff responsible for maintaining the existing system moved on, Multi-Wing reviewed the situation. Matt continues, "When our in-house expert left we were left with a choice: do we bring someone in to upkeep the system of just modernise and find a new, better solution?"

New System Objectives

Multi-Wing chose to move forward and implement a proven, state-of-the-art Customer Relationship Management (CRM) system.

Multi-Wing had clear objectives for the new system. The company wanted an efficient, centralised, single-source of information. They also wanted to improve their lead and quotation follow-ups and sales pipeline management. Ease-of-use



The Concentrix CRM solution helped Multi-Wing to:

- » Consolidate information from across the company
- » Reduce call preparation time by at least 30%
- » Improve communications internally as well as externally
- » Efficiently manage its sales pipeline, quotation tracking and contact management
- » Deliver highly professional customer service, resolving issues quickly and effectively
- » Improve time-management
- » Achieve 100% user uptake - the system is highly valued by staff



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and user-uptake was also a priority, as was reducing the use of paper and saving on filing. Matt explains, "It was key for the system to be user-friendly. We wanted the system to combine a number of spreadsheets and database information, as well as be a useful time management tool to help us keep in contact with customers on a timely basis. We also wanted to improve our customer quotation system, and for other members of the team to have access to the same information electronically."

The Solution: Sage SalesLogix

Concentrix is 'product agnostic' and formally accredited to supply CRM solutions from a variety of vendors. This meant that when Multi-Wing approached Concentrix, they were able to consider several CRM solutions and choose the most suitable software for its business needs.

Experts from Concentrix discussed a variety of potential options with Multi-Wing. After examining Multi-Wing's business objectives, existing business processes and strategy, both companies agreed **Sage SalesLogix** would be the best fit.

Specifically designed as a CRM solution for small and medium-sized businesses, Sage SalesLogix has many strengths which directly appealed to Multi-Wing. In particular, Sage SalesLogix makes it easy to manage sales pipelines, deliver outstanding customer service, and build and strengthen relationships with customers to keep them coming back. What's more, Sage SalesLogix is

extremely user-friendly, and Concentrix would be able to customise Sage SalesLogix quickly to Multi-Wing's requirements.

Business Improvements

After assessing Multi-Wing's internal processes, Concentrix development staff configured Sage SalesLogix to meet the precise needs of the business. They then installed the software, imported existing data, tested the system and trained Multi-Wing staff before the project went live. With minimal disruption to the day-to-day running of their business, Multi-Wing quickly advanced from a system of disparate data sources, spreadsheets and a cumbersome database, to a modern, efficient, 'best-of-breed' CRM system.

Practical Benefits

The new CRM system soon began to deliver significant practical benefits to Multi-Wing. For example, Sage SalesLogix has a built-in data synchronisation feature. This ensures Multi-Wing staff have access to current information whether in the office or working remotely.

Asked if Sage SalesLogix has changed the way Multi-Wing works, Matt Tuckey replies "We really do now rely on the system as a way of communication between the team. We can use it remotely which has proven extremely advantageous. With the use of scheduling it helps track peoples movements and actions as well as keeping information up to date and contact regular."

Sage SalesLogix has also delivered significant time savings, enabling staff to work more effectively with fast, easy access to all the information they need.

Commenting on how Sage SalesLogix has improved efficiency, Matt states "It saves time flitting between



different programmes, and scheduling appointments or calls is simple and immediate. It probably takes at least 30% off the time for call preparation".

Sage SalesLogix has also directly delivered gains to Multi-Wing's customer service. Matt continues "Tracking of customer non-conformances is easy to keep on top of (not that we have many!) but on the odd occasion that they do come up this is a strength to customer service: how well and how quickly they are dealt with."

The Future

Sage SalesLogix swiftly began showing benefits, and is now firmly embedded in Multi-Wing's business culture. However, Sage SalesLogix is a powerful application with many features and exceptionally high functionality. Multi-Wing has recognised the potential of SalesLogix to improve its business processes, increase its efficiency and competitiveness even further.

Matt concludes, "There is so much to the system, a lot of which we're not utilising yet. As we get more comfortable with the system we'll use more of its facilities to our advantage".

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