

CRM Case Study: Omnichem Ltd

One of the UK's leading chemical distributors invested in CRM to increase business efficiency, enhance customer service, reduce paperwork and improve internal and external communications.

Omnichem's Business

Established in 1991, Omnichem is one of the UK's leading chemical distributors. With two separate distribution sites, Omnichem has over 100 000 square feet of offices and warehouses, as well as storage tanks, blending equipment, deionised water units and laboratory facilities.

Omnichem supplies a wide variety of chemicals to a range of different sectors. These include the leather, textile, chemical, metal, detergent, laundry, and paper industries, as well as leisure, agricultural, water treatment and engineering.

Omnichem sources chemical products from reputable UK and international manufacturers. They also blend chemicals to meet customer specific requirements.

Customer Satisfaction

Maintaining a lead in this varied and diverse market requires quick, efficient and personal service, with rapid responses to customer requirements.

Customer satisfaction plays a vital role in Omnichem's business. They constantly work to ensure their customers receive products and services of outstanding quality. The company operates a policy of

continuous improvement in every aspect of its business, and strives to enhance the true meaning of customer satisfaction. So, implementing a CRM system was a perfect fit with Omnichem's forward-looking, customer-centric company culture.

Paper-Based System

Prior to implementing a CRM system, Omnichem relied on a paper-based system. This meant Omnichem staff often had large amounts of paperwork to carry around. Not only was this inconvenient, it was also inefficient, increased the likelihood of errors, and was only as up to date as the latest print out. With several members of their team working remotely, quick access to up-to-date customer information was essential.

Simon Vanderwalt, IT and Finance Manager at Omnichem Ltd, comments "We needed to allow our area managers working on the road to quickly access information about the customers they were calling on. We also wanted to allow them to look at historic quotations for customers without carrying paper copies all the time".



GoldMine Premium Edition enabled Omnichem to:

- » Eliminate reliance on paper-based reports
- » Quickly, accurately and efficiently respond to customer enquiries
- » Improve and expand their telesales operation
- » Provide sales staff working remotely with access to customer and prospect data
- » Improve communications and distribution of information both between staff and to customers
- » More effectively manage their sales processes
- » Move away from dependence on individual spreadsheets and disparate data

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Communications

As well as improving communications between customers and staff, the new CRM system would also need to improve communications within the company itself.

Data existed in various silo's around the company: on individual PC's, laptops, spreadsheets, documents, in peoples heads. This made deploying a system which used a single-source of information for the whole business a key goal.

Simon continues "We wanted the system to allow area managers to see all customer information. We also wanted the office to see the same information so everyone would be singing from the same hymn sheet".

Choosing a CRM Provider

Omnichem had been recommended Concentrix by Healy Chemicals (Omnichem's sister company). Healy Chemicals were a long-standing customer of Concentrix. So as well as a strong personal recommendation, Concentrix also had a reference site Omnichem staff could visit.

The location of Concentrix was also convenient. Having a head office in the Midlands (as well as an office in London) means Concentrix is easily accessed by companies throughout most areas of the UK. Where necessary, Concentrix also makes use of the latest remote access technology, keeping project costs down

and passing these saving direct to their clients.

Asked why Omnichem chose Concentrix to supply their CRM solution, Simon stated "They demonstrated good product knowledge and were a local supplier recommended from our sister company Healy Chemicals".

The Solution

After discussing their business requirements with Concentrix, both companies agreed that FrontRange's GoldMine Premium Edition would provide the most suitable CRM solution for Omnichem.

Omnichem had 5 staff working remotely and 11 office-based staff who would use the system. GoldMine Premium Edition demonstrated the robust CRM functionality, low cost-of ownership and powerful range of CRM features Omnichem required. When it came to implementation, Concentrix configured and installed the software, trained key users and got the system up and running quickly and efficiently.

The Results

GoldMine Premium Edition brought a variety of benefits to Omnichem. Omnichem sales staff working remotely no longer had to carry paper reports around with them. The new system eliminated the reliance on paper: reducing errors, improving efficiency and also general convenience.

GoldMine[®]
Premium Edition

GoldMine Premium Edition provided the single-source of data the company required, which delivered significant gains in staff effectiveness. It also started improving customer service straight away, as Simon explains "the new system has benefited customers as they can ring the office and whoever they speak to can give them the information they require".

The system also enabled the company to improve their sales processes. Simon continues "We have extra telesales staff which would not have been possible without GoldMine. Telesales is now an option alongside our area managers on the road. This is something we hadn't considered before".

Several months after the system had been installed, Omnichem stated that they will be extremely likely to recommend Concentrix to other companies looking to implement an effective CRM solution.

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