

## CRM Case Study: Synergy Print Management Ltd

*Synergy Print Management Ltd chose a Concentrix Easy-Start Package for GoldMine Premium Edition for quick, effective and economical implementation of a new CRM system*



**GoldMine**  
Premium Edition

Synergy Print Management Ltd's core business is graphic design, marketing and print project management. Located within the heart of the Midlands, Synergy provides a national service which draws on UK and European suppliers.

### **Synergy's Business**

Founded in 1999, Synergy works with a wide variety of companies. These range from blue chips, local authorities, membership organisations and mail order companies, right through to local businesses. They operate as a small, dedicated team, whose success is largely down to flexibility and outstanding customer service.

Matt Fillingham, Managing Director of Synergy Print, comments "We pride ourselves on flexibility and the ability to achieve our customer targets, both in terms of timescales and budgets"

This professional approach, attention to detail, and determination to consistently delight the customer has worked well for Synergy. The company regularly handles complicated design and print projects, often consisting of numerous different items.

Matt continues, "As well as getting the creative right, we manage the whole supply chain ensuring that every element of a project is produced on time and to budget".

Building, developing and maintaining close working relationships with customers is key to Synergy's success, as Matt describes "Our regular customers see us as an extension of their own team. A design and print job needs close attention and busy managers don't have the time to dedicate to it: we offer full project management at no additional cost to the client".

### **Business Processes**

Synergy operates in a highly competitive industry. However, their internal sales, marketing and customer service processes were still handled using a combination of spreadsheets and Microsoft Outlook.

With a newly established marketing and creative division, Synergy wanted to improve the organisation of their sales

The Concentrix Easy-Start Package for GoldMine Premium Edition enabled Synergy to:

- » Have a robust, proven and highly popular CRM product fully deployed in their business - in a week
- » Have a CRM solution configured to their business requirements, plus training and support - at an affordable price
- » Improve communications and distribution of information throughout their business.
- » Access powerful tools and features to improve their online and offline marketing campaigns
- » More effectively manage their sales pipeline and sales processes
- » Move away from dependence on individual spreadsheets and disparate data
- » Have a solid foundation on which to continue to drive the company forward

# CRM Case Study: Synergy Print Management Ltd

processes, run their own email marketing campaigns, and offer new services to their existing customers on a regular yet subtle way. More specifically, better sales pipeline and activity management were a key focus, as Matt explains, "We needed to see exactly what our sales team has been doing and what they will be doing in terms of calls, letters and appointments"

As well as improved sales processes, a new CRM system would enable Synergy to target the right customers and capitalise better on opportunities, without wasting resources. Ultimately, Synergy wanted to significantly improve their front-office and customer-facing processes, and a professionally deployed CRM system would enable them to do this.

## Choosing a System

Concentrix takes a 'product-agnostic' approach to selecting the best-fit CRM solution for each client's requirements, and then providing a comprehensive range of services from implementation and customisation to training and ongoing support.

Synergy looked into a variety of CRM solutions and a number of different CRM software suppliers. GoldMine Premium Edition from FrontRange solutions made their shortlist early on, and Concentrix's

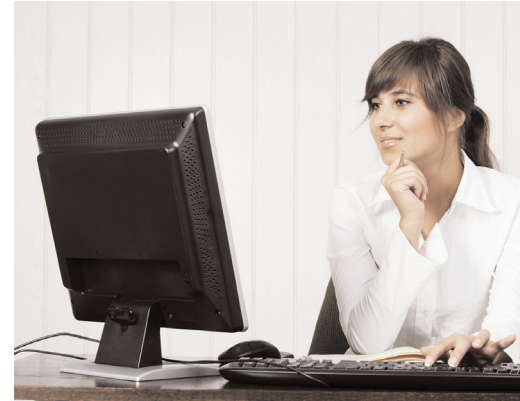
Easy-Start option offered quick, convenient and cost-effective deployment. Matt continues "We looked at numerous CRM systems and shortlisted two, including GoldMine. The Concentrix Easy-Start Package suited our requirements for a quick installation and the initial help and support of the Concentrix team made the decision very easy".

The Concentrix approach, coupled with the powerful features provided by GoldMine Premium Edition offered the ideal CRM solution for Synergy Print. Matt explains "After further talks with Concentrix we chose GoldMine because it is a long established, proven system, and also the fact that Concentrix is big enough for me to always be able to contact someone. And, they have in-house technical support which is invaluable"

## The CRM Solution

Because Synergy chose an Easy-Start option, Concentrix installed the software, configured it to Synergy's business requirements, imported their key data and trained their users - all within a week.

The new CRM system has significantly improved communication between individuals, prospects and customers for Synergy, and subsequently improved



productivity. It is helping staff manage the sales pipeline, maintain existing customer relationships, while offering the powerful marketing campaign and lead management functionality that Synergy requires.

## Future Developments

The GoldMine Premium Edition has changed the way in which Synergy operates and is now a crucial element of the company's continuing success. Asked if they would like to extend the system in the future, Matt concludes "yes, I would like to link it in with our production system at some point".

## 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**