Sage CRM | Customer Success Story

Challenge

Parcelforce had been using a combination of a relatively inflexible system and standalone spreadsheets to manage its customer base. They realised that they needed a comprehensive system to enable them to manage customer expectations and help them improve their business processes.

Solution

Sage CRM has enabled Parcelforce to improve its business processes, leading to increased sales and better customer service. Parcelforce chose Sage CRM as it was an easy-to-use solution that enabled staff to profile, search and contact customers through quick data retrieval cutting down on time spent on administrative processes.

Results

Sage CRM is used extensively by the sales team; account managers, business development managers and the national account managers to help them serve customers better. All communications, customer order history, claims information and competitor details are stored on the system for easy access by the team.

CUSTOMER:
Parcelforce Worldwide

INDUSTRY:
Services – postal carrier

LOCATION:
 UK

SOLUTION:
Sage CRM

USERS:
450

Sage CRM helps Parcelforce to deliver better parcel service to its customers

Employing 4,000 people, Parcelforce Worldwide is the express parcels arm of the Royal Mail Group. They are responsible for time-guaranteed and next day delivery of national and international parcels.

Parcelforce Worldwide provides access to the world's largest delivery network, covering more than 99.6 per cent of the global population and reaching 239 different countries and territories.

Objectives

Transporting parcels around the world on a daily basis, often to very tight time constraints, is Parcelforce Worldwide's core business and with this comes tremendous responsibility in keeping customers' satisfied. In late 2003, Parcelforce decided to look into implementing a Customer Relationship Management (CRM) and Sales Performance Management System (SPMS) to improve its business processes, leading to increased sales and better customer service.

Parcelforce had three objectives:

1. To increase the time its salesforce spent with prospects

2. To reduce turnaround times on processing contracts

3. To have more visibility on whether customers are reaching correct parcel volumes

Dick Stead, Sales and Marketing Director, Parcelforce Worldwide, comments, "The nature of our business requires slick processes that allow us to deliver consignments effectively and on time. To each of our customers, their parcel is the most important in the world, therefore consistent and competent customer service is imperative. We wanted a solution that was more flexible than the current CRM system – we had been relying on a combination of a relatively inflexible system and standalone spreadsheets and so decided it was time to introduce greater cohesion within our operations."

There was an aggressive schedule for implementation - the solution had to be live for 224 users by 13th September 2004.

Solution

In June 2004, the customisation of the Sage CRM software to meet Parcelforce's strict requirements. Parcelforce wanted a hosted solution that would achieve positive cash ROI within the current fiscal year.

It was a rigorous and intensive schedule, which included installing dual load-balanced web servers and Microsoft SQL as the backend database server, plus a meticulous training programme for the users. "One

of our main criteria for the solution was that it had to be hosted. Given the strict timescales to get the solution implemented and running effectively, there was no way we could have supported it in-house," continues Arkwright.

One day training courses were provided at a number of Parcelforce locations around the UK and after a couple of minor enhancement requests, the solution, with fully supported helpdesk, is now active and productive.

Results

As originally specified, the solution went live on Monday 13th September 2004, within budget and without any problems. Since implementation, the number of users has jumped to 450 and Parcelforce has seen much more productivity across the organisation. Nigel Arkwright comments, "Sage CRM has been delivered to our precise specifications and has achieved exactly the sort of results we were expecting."

"We wanted to provide our staff with an easy to use solution that enabled them to profile, search and contact customers through quick data retrieval, cutting down on admin time and allowing more face-to-face contact than had been the norm,"

comments Nigel Arkwright, IT Director, Parcelforce Wordwide.

Administration processes have also been improved with contract turnaround times significantly reduced. Return on Investment (ROI) for the solution has also been achieved within the first financial year. The ROI on marketing campaigns has increased from ratio of £10:1 to £20:1 and Parcelforce have paid out £1m less in claims since using Sage CRM within their customer service division. Furthermore, the solution has been able to provide Parcelforce with visibility to make sure that clients are meeting predicted parcel volumes, and are therefore on the right tariff.

The marketing team also use Sage CRM to record and track every piece of marketing activity that is sent to prospects and customers. Sage CRM enables Parcelforce to track the success of campaigns and to determine the ROI for each campaign.

The solution has enabled Parcelforce to:

• Improve their sales reporting to make better use of customer data

• Allow sales staff to spend more time with customers, positively increasing sales opportunities

• Achieve greater integration between sales & marketing functions

• Improve internal processes

About Sage CRM

Award-winning Sage CRM delivers full suite CRM (comprising sales, marketing and customer service automation) and offers a broad range of functionality with a low TCO to small and mid-sized organisations globally. Sage CRM equips sales, marketing and customer service teams with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where customers, partners and prospects choose to interact with your business, Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships.

Thanks to its ERP integration capabilities, the Sage CRM front-office is powered by data from the back-office to give sales, marketing, customer service and other front-office staff a true 360 degree view of customers across front- and back-office functions, differentiating it from many other CRM solutions in the market today.

TO LEARN MORE ABOUT SAGE CRM, PLEASE VISIT WWW.MARDA.CO.UK