

An integrated solution for Fraser Anti-Static to drive growth activities



An Access CRM case study

Key benefits of Access CRM

- Brings together leads captured from other software
- Maps out calls and emails to interact with new leads
- Maximises the value of relationships with existing customers
- Enables organisational memory to be captured and applied to support growth
- Integrates other external tools to drive growth activities

“We have limited internal resources and lack IT development skills. So, we needed a solution that could be made to work well, quickly. It needed to plug-in, be flexible and the supplier had to be able to provide support to help us achieve what we wanted.”

David Broadbent,
Marketing manager

Executive summary

Fraser Anti-Static Techniques Ltd is a specialist in industrial static electricity problems, helping customers prevent static from disrupting production processes or impacting the quality of manufactured materials and goods.

Like all niche businesses, it is vital for Fraser Anti-Static to have a 360-degree view to monitor any changes to the operating environment, or technology innovation that may present threats or opportunities. Similarly, the business is just as thorough in its approach to internal business and management processes.

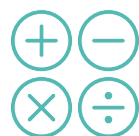
The challenge

Fraser Anti-Static experienced a period of growth where it was generating greater amounts of data. “This created a need to improve data handling and our business management processes,” says Davin Broadbent, Marketing Manager.



An evolving business

“The previous CRM application had reached a point in its life cycle where it had been taken as far as it could. We were experiencing more issues and the vendor’s roadmap for the application didn’t meet our needs. It wasn’t capable of delivering what we wanted without massively re-working things. We simply outgrew it and needed to move on.”



Limited resources

Their key requirements included an integrated solution with an emphasis on strong financials and accounting with management of sales orders and products.

Company profile

- Formed in 1991, Fraser Anti-Static Techniques Ltd is a market leader, and has established an excellent reputation amongst customers in its industry
- Designs, develops and manufactures anti-static control equipment and specialist devices
- The business occupies a small but important niche
- Headquartered in Devon, and R&D in Bristol

“In our business core users include sales and marketing, and we need to accurately track our sales orders so we know what’s going in and what’s going out. Any disruption to this could be catastrophic.”

David Broadbent,
Marketing manager

Access CRM: the solution

Research led to the consideration of various options including off the shelf products and cloud-based solutions. Selecting systems is often bewildering. “There is a lot of choice,” says Davin Broadbent. “Systems have much the same core capability and functionality. For CRM, it boils down to management of customer flow and reporting, elements which many CRM tools are able to effectively provide. So which one do you choose?”



Potential for growth

“We were looking for more than good service and support. We also wanted reassurance that the solution was capable of growing and could keep in step with our business as it grows. The Access team addressed our fears in a way that some of the others didn’t” says David Broadbent.



Fast implementation

Access CRM was deployed, plugging in alongside Access Financials, the dedicated finance and accounting product in the Access solution stack. This ‘stack approach’ allows any specific customer requirements to be much more easily met. It is quick to implement, eliminates the need for very costly bespoke development projects and provides much better financial management capability than CRM systems where accounting functionality is a secondary consideration.

Records held in the CRM database provide the core data that is carried over to create sales orders within Financials, with the sales order referenced and linked as part of the CRM system. This seamless exchange of data is the key element of integration that enables the system to meet the needs of Fraser Anti-Static.



“A major benefit is that it is a central repository that provides organisational memory if individuals are unavailable.”

David Broadbent,
Marketing manager

“Access is responsive, proactive and provides a very knowledgeable and capable account manager who has really helped us get to where we want to be. It has helped us adopt and integrate other external tools linked to the CRM software, such as outbound email marketing and website analytics that help drive our growth activities.”

David Broadbent,
Marketing manager

The results

The system has been in place for 24 months and is used to maintain all customer records and provide sales order management. The last 12 months has seen the recruitment of permanent resource to expand the marketing team. Increasingly, the system is being used to deliver more business value. Central to this is its application as a marketing tool to plan follow up activity and structure the outbound work flow.



Stronger customer relationships

Davin Broadbent says: “CRM logs activities and events for each customer, such as purchase history, and brings together leads captured from other software. This lets us map out call and email activity to interact with new leads and maximise the value of the relationship with existing customers.”



Centralised information hub

“The collective knowledge of the sales team about our products and customers is of great value to the business. The system lets us take this personally held knowledge and transfer it to the CRM system from where it is available to all and can be applied to support growth,” says Davin Broadbent.

He continues: “Access provided the assurance that we could safely develop our business around their software. Moving from one system to another tends to include a fair amount of disruption and there is a need for training and support. Most of the hiccups in the integration process were a matter of education and we just needed to learn a little bit more.”





About The Access Group:

The Access Group is a leading provider of business software to mid-sized UK organisations. It helps more than 14,000 customers across commercial and not-for-profit sectors become more productive and efficient. Its innovative Access Workspace technology transforms the way business software is used, giving every employee the freedom to do more.

Established in 1991, The Access Group, with an enterprise valuation of £1billion, employs more than 1,500 staff.