

Nyetimber see sparkling results with new Access CRM



NYETIMBER
PRODUCT OF ENGLAND

An Access CRM case study

Company profile

World-renowned Nyetimber Limited is the leading producer of English sparkling wines, established in 1988 and taken over by Eric Heerema in 2006. Now spread across several sites in Sussex, Hampshire and Kent, the winery has gone on to win many international awards and fans from experts to celebrities.

Challenges

- Needed a CRM that would communicate with existing finance system and incoming e-commerce system too
- Customer interactions being kept in individuals' email only, no means of marketing to contact base
- No single resource to 'own' the CRM nor endless budget to resolve issues or make improvements

Background

With a need to:

- start keeping records of interactions with customers
- engage with the huge prospect base they had compiled
- integrate with the e-commerce system they were setting up

... Nyetimber were not short of drivers to implement their first CRM system back in 2018.

Aiding the sales team would be the main priority but with an incoming new Head of Marketing, communicating with those that had signed up for newsletters or attended events, was a close second.

The CRM would mitigate the danger of losing knowledge if employees left the business - allowing everyone to keep up to date - whilst the marketing function would help attract new customers.



Results

- All sales and marketing information stored in the same place with finance information shared across the two systems
- Now regularly communicating to their contact base to nurture and win new business
- CRM linked to e-commerce system providing imperative automation

“We didn’t have the time, budget or resources to endure a drawn-out implementation process or be able to support it heavily going forwards whereas Access CRM integrated with our other systems straight away.”

Carmen Le Saouter,
Financial Controller, Nyetimber

Research

Still being a relatively small company, Nyetimber was keen to avoid a complicated and expensive implementation process and ongoing maintenance requirement. They would not have the luxury of a dedicated employee to ‘own’ the CRM.

They met with a number of suppliers, both recommended to them or that employees had worked with in previous roles but were always wary that if things went wrong, there wouldn’t be anyone available to drive the resolution.

One particular system Nyetimber were given a demonstration of, and liked, happened to be a very small outfit offering a bespoke solution, neither of which did much to allay their fears.

Access CRM, by contrast, came with the benefit of being backed-up by a much larger organisation. That, and Nyetimber were confident they would not have any issues or be subjected to any unforeseen costs as they were already using other software from The Access Group.

What’s more, and rather important in swaying their decision, that existing financial accounting software (Access Dimensions) would **integrate** with Access CRM.

Implementation

Perhaps the best testament to how the implementation stage of Access CRM went is that Carmen Le Saouter, instigator of the project and Financial Controller at Nyetimber, can’t really recall anything about it!

“I struggle to remember the implementation, it went that smoothly!”

Carmen was also very complimentary of the work Richard Owen and Ann-Marie Topliss, Channel Manager and Solution Delivery Manager respectively at Access, did for them,

“Richard and Ann-Marie both delivered what they said they were going to deliver. They were always contactable, always on to everything and they understood the issues we were having.”

Richard provided the initial training, then a refresher workshop more recently and removed Nyetimber’s fear of a consultant suddenly becoming unresponsive once the sale had been completed.



“We needed a CRM that would integrate with the e-commerce system we were about to launch and to engage with the huge database of people we had built but never communicated to. We’re now emailing out regularly.”

Carmen Le Saouter,
Financial Controller, Nyetimber

Success

A year or so on and the system is working well with Nyetimber not resting on their laurels, using the CRM to make further progress as well.

Email communications are now a regular feature for the marketing team, linked to the new e-commerce system and whilst continuing to be sensitive of over-communication; a stipulation from Mr Heerema. The impressive contact list continues to grow.

Sales are using it more and more as time goes on, particularly those used to using other CRM systems, adding new data and managing relationships on a day-to-day basis.

Carmen, meanwhile, plans to assign a team of CRM super-users, one per business department, to further engage others, train and increase uptake. Employees will be given KPIs and challenges centred around use of the CRM.

Nyetimber’s implementation of Access CRM, their first such Customer Relationship Management system, has been a great success to date and one that has provided the basis for continued business growth.

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