

## Success Story

### SalesLogix – Developing efficiency for the future.

“ We couldn’t have been this successful without Crimson Tide and SalesLogix,” comments Dr.Selwyn, Managing Director of Evident Dental Ltd. “Its worth every penny and I’ve been happy with the decision.”

#### KEY ACHIEVEMENTS

- Increased profit more than 10-fold while doubling turnover in the past three years.
- Reduced report paper load from 4,000 pieces a year to zero piece.
- Knowledge of marketing effectiveness and where to invest further.
- Total lead management to maximise sales conversions.
- Better pre-sales and customer support service.

#### Customer Profile

- Established in 1974, Evident Dental is the UK’s leading supplier of vision products for the dental industry .

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**To improve profit margin, Evident Dental wanted a system to help them increase efficiency in sales, marketing and support. Field sales reps were producing weekly reports and sales orders, which were then entered into an in-house system. This manual process generated almost 4,000 pieces of sales paper in 2001. Marketing had a difficult time knowing the return on campaign investment and support was slow because customer information was buried in filing cabinets.**

#### Challenge

“We needed to move toward a paperless environment if we were to grow and increase profit margin,” said Dr. Stephen Selwyn, Managing Director of Evident Dental Ltd. “It was clear that we didn’t have the space for more paper and, more importantly, the system was inefficient.”

#### Solution

Evident Dental approached their Business Partner Crimson Tide for a solution - they recommended SalesLogix a complete resolution that would meet Evident Dental’s Sales, Marketing and Support needs. Evident Dental’s sales team now uses SalesLogix to manage contacts and daily sales activities. Sales information is updated daily and is accessible by everybody in the organisation - a paperless way to communicate with all other departments.

As information is updated SalesLogix automatically alerts

pre-sales to send brochures or quotations to prospects. Once this is done the system marks the sales rep’s calendar to make a follow-up call, ensuring total lead management. The system tracks all customer interactions and attaches a sent document, keeping a complete history of the customer relationship.

Marketing uses SalesLogix for mailshots, tracking campaigns and measuring marketing effectiveness. This has given them the ability to assess the best methods to generate quality leads and to act on them.

Pre-sales and customer support view relevant information in SalesLogix to handle calls, enabling them to quickly answer questions with increased knowledge of the customer.

It was crucial that this customer management system be flexible for customisation by Dr.Selwyn.The customisation facility has enabled users to easily generate quotes, assign product sold to contact, assign an opportunity to contact, change history, correct data and to identify the Account Manager. Dr Selwyn, after completing a SalesLogix training programme has been able to modify screen layout, field names and report templates.

Dr selwyn praised the technical support available from the SalesLogix team.”We always get the help we need quickly and efficiently”.

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