

SalesLOGIX[®]

Success Story

SalesLogix – puts Windsor motors in the driving seat



KEY ACHIEVEMENTS

- Created a Centralised Customer information database
- Transformed quote management process, more professional, customised and efficient
- Improved selling practices
- New performance analysis/ forecasting reporting tool created
- Enables marketing campaigns to be more focused and targeted
- Easy to use, flexible system, meets the organisation's changing needs.
- Satisfied customers since 1999

Established since 1968, Windsor Motors is Ireland's largest motor retailer with an annual turnover of 185m, it has eight branches and employs over 300 staff.

In 1999, despite being Ireland's fastest growing motor retailer and enjoying a buoyant market Windsor Motors appreciated the cyclical nature of their industry and the importance of planning for tougher times ahead. They identified 2 key areas for change - to co-ordinate and manage the growing amount of information they had on their customers, and to adopt new sales process to utilise this information.

Challenge

One of the major challenges they envisaged would be to convince an independently minded but successful sales team to change practices that had served them well in the past and to embrace new ones. To overcome this they quickly realised that the choice of system and the method of implementation would be critical to user adoption and success.

Solution

"As many members of our Sales team had used ACT! contact manager before, and were really comfortable and familiar with the user interfaces, SalesLogix was a natural progression " explains Robert O'Neill, Group IT Manager.

CUSTOMER SUMMARY

- Ireland's largest Motor Retailer with 8 branches nationwide
- Annual turnover €185m
- 300 employees
- 80 users in 8 branches

“Another key factor for us was the inherent flexibility of SalesLogix. It was a simple task to ‘turn-off’ excessive functionality and to build in new features to make the application more relevant to the specific needs of our team.”

Windsor Motors were also keen to establish more consistent selling processes across the group, from the initial customer enquiry, through to appointment scheduling, quote generation, financing options up to follow up and the customer decision.

“Initially we started by identifying the ‘best practices’ adopted by our most successful people and we created a workflow of all the activities associated with each stage of the selling process. We were then able to use the processes function in SalesLogix to set up the system to automate many of the administrative activities that our people hated as well as to create task alerts for each stage.” Mr O’Neill adds.

While Windsor Motors stressed the importance that the system should be relevant to their sales team, they also wanted the system to provide their management team with information at Local Garage and Group Levels. This information would be critical in helping them to forecast business trends and to understand their customers more effectively. Key to this happening has been the robust synchronisation feature of SalesLogix as well as its support of industry-standard Crystal Reports.

We have set up SalesLogix to automatically synchronise the databases we have in each of our 8 garages with the central database at Head Office. This is performed twice per day meaning that we can view the activity in each of our garages and marketing can immediately see impacts of campaigns they run at a local and

| Edit Quote Detail Information | | | |
|--|------------|----------------------------|------------|
| Vehicle Quoted | | PRIMERA 2.0 4dr CVT S/R | €20,695.00 |
| <input type="radio"/> New <input type="radio"/> Used <input type="radio"/> Fleet | | | |
| Options | | Options Selected | |
| Name | Price | Name | Price |
| Metallic Paint/Pearl Paint | €305.00 | Metallic Paint/Pearl Paint | €305.00 |
| Manual sunroof micra | €300.00 | Manual sunroof micra | €300.00 |
| Almera ABS | €657.00 | | |
| Trade In | | | |
| Vehicle Description | Value | Sales Person | |
| BMW 318 | €9,000.00 | Stephen Briggs | |
| Extras | | Extra Price: €0.00 | |
| Quotation | | | |
| List Price | €20,695.00 | Discount | €500.00 |
| Options | €605.00 | Trade In | €9,000.00 |
| Extras | €0.00 | Payable | €11,800.00 |
| Notes | | | |

This Quote Detail Screen Shot displayed above demonstrates the high levels of customisation SalesLogix provides.

national level.” explains Mr O’Neill.

Information about customers is also stored in databases used by other applications such as Accounting, Service Management and Stock. This information can be critical to manage the customer experience during the life cycle of their purchase. A critical benefit of SalesLogix is its ability to read and move data from one database to another.

“When we were reviewing the other systems available to us we were also thinking strategically of the longer term implications - we knew that sharing information held in many databases and truly leveraging it, would give us a strong competitive edge and greatly improve our efficiency. This key requirement eliminated many of the more popular contact managers in use in Ireland, as they would not be able to deliver on this vital area.” he adds.

Results

Windsor Motors is now one of SalesLogix’s largest sites in Ireland and has extended their use of SalesLogix to over 70 of their sales

team across 8 branches. As they approached the end of 2002, Windsor Motors has been proved accurate in anticipating different market conditions to those experienced in 1999.

The market has contracted and consequently, each sales opportunity must be fully maximised. At branch level, SalesLogix provides a system and structure that helps their sales team to ‘drive sales’. At Head Office, the centralised database provides a MIS as good as any in the business today. SalesLogix delivered by the Business Partner has empowered Windsor Motors to maintain a competitive presence, Above and Beyond...

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