

CASE STUDY

SCI SALES GROUP



BUILDING BUSINESSES

SCi Sales Group is the UK's leading business to business outsourced sales agency. Founded in 2002, the company has generated billions of pounds of sales pipeline and closed over £250 million of new business on behalf of clients including eBay Motors Pro, Gumtree, Logica, Oracle, Cable & Wireless and Think London. Working with a large range of clients from Corporates to SME's and new businesses across the UK and Europe, SCi Sales Group has a team of professional sales people who are adept at getting a company's products or sales staff in front of the right people and closing business fast.

A BIG SALES CHALLENGE

Initially, SCi Sales Group's sales agents were using Goldmine to manage contacts. This was restrictive and limited the amount and type of information that could be stored for each company. So if one agent was liaising with the IT manager at a company to sell one product and another was speaking to the commercial director about a different product, the system was unable to store a record of each conversation against a single company. This led to duplicate records and the possibility of multiple agents contacting the same companies at the same time.

In addition, the system did not enable an alert function for SCi to know when a client was ready to renew a product or service requiring the SCi team to manage this separately and ensure they did not miss opportunities and consequently their sales targets.

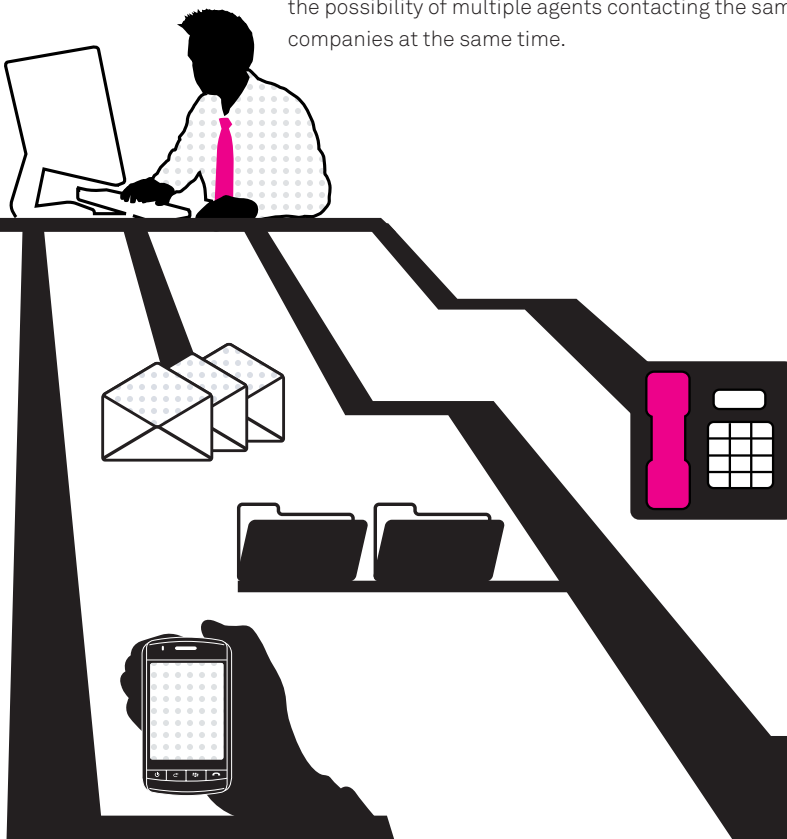
SCi also provide research and data gathering services – the inability to hold separate contact records again meant that SCi had to undertake a lot of data re-working manually before supplying the information to their clients.

As their business expanded, SCi moved from a small office in central London to larger premises in Hammersmith. At this time, they carried out a review of their existing customer relationship management system to understand how it could develop in line with their business requirements.

Goldmine could be upgraded to a more advanced version, but the cost and ongoing maintenance was considerable. Other solutions such as Salesforce also required customisation involving an expert user, so were ruled out quickly as expensive and inflexible. SCi knew they needed a customisable system that had the ability to segregate data, track campaigns and deliver campaign reports to demonstrate the ROI for their clients.

“We didn't want to deal with IT problems; we were a small team who wanted to get on with running our business, so we chose a hosted IT solution from Outsourcery.”

Steven Rees -
Business Development Manager, SCi



A FLEXIBLE SOLUTION

Following careful assessment of the available customer management solutions, SCI chose Outsourcery to deliver their hosted Microsoft Dynamics CRM, giving them the ability to improve the management of sales opportunities and leads, implement reporting to measure the effectiveness of campaigns and provide the flexibility in using CRM that they were looking for. And as a hosted solution, there was no capital expenditure required for new IT equipment and no charges for ongoing support and maintenance contracts.

Today, SCI uses Outsourcery's hosted CRM to manage customer data and lead generation for over 50 sales agents. The CRM solution has proved highly successful, with SCI able to hold multiple records for each company. The system also provides complete transparency, so SCI is able to manage sales pipelines, store and manage leads and report results to clients in great detail.

They also have the ability to analyse different results using variable criteria and can customise their CRM solution to work the way they want it to, adding workflows, agents, campaigns and clients on a daily basis if necessary.

This enables SCI Sales Group to act as an outsourced sales team, either augmenting the existing in-house sales function or acting as the dedicated outsourced sales team. They create long-term partnerships that add value through a combination of high quality day-to-day support, expert project delivery and well considered strategic advice.

In short, SCI is now able to use a combination of people, processes and technology to deliver a fast, exceptionally reliable and unusually accountable service for their clients by focusing on what really matters, which is delivering sales results.

“SCI Sales Group uses the Microsoft Dynamics CRM solution as part of our proposition to new clients. Knowing we have a high quality system in place gives them confidence in our delivery.”

**Steven Rees -
Business Development Manager, SCI**

Steven continues, saying, “Our hosted CRM solution from Outsourcery is excellent. I would highly recommend Outsourcery to any business looking to enjoy the benefits of the very latest technology without the cost associated with installing and managing it all in-house.”

SCI GOES FROM STRENGTH TO STRENGTH

Overall, Outsourcery's hosted Microsoft Dynamics CRM solution has helped SCI move the company forwards by implementing a flexible, scalable CRM solution. It has also allowed SCI's agents' to manage their time and work more effectively and to be completely self-sufficient in managing their customer data and sales leads to provide excellent service for their clients.

SCI is a rapidly growing company which has trebled its staff numbers in the last 12 months. They have recently acquired adjoining premises - doubling their capacity - and the hosted CRM has enabled them to manage that growth in a very efficient manner.

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We're an experienced provider of hosted IT and communications solutions. We keep your data secure behind the tough doors of our state-of-the-art data centres. We're also a trusted partner of Vodafone, Microsoft and BlackBerry, giving you the benefits of first class communications and hosted IT alongside our high quality service and support.

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