

working in partnership with...

Carlisle Support Services



At a glance:

One of the leading suppliers of value-added solutions in support services across both the private and public sectors in the UK, Ireland and Europe, Carlisle Support Services is renowned both for its innovative and flexible service delivery and for its focus on the provision of service excellence. Carlisle Support Services excels at bringing together the best people with the best technology. Committed to providing value and efficiency, Carlisle Support Services' regular investment in new systems and technology enables them to provide innovative single, multiple and integrated service solutions across a wide variety of business sectors.

Based in Welwyn Garden City, with supporting locations in London, Liverpool, Belfast, Dublin and Madrid, Carlisle Support Services' growing list of services includes cleaning, security and events, retail support and interior design, manufacturing and installation. Employing over 4,500 people across the UK, Ireland and Europe, Carlisle Support Services is a dominant business force that is well known and respected by clients and business contemporaries alike.

Products supplied:

Crm4fm

Benefits achieved:

- Time & cost saving
- Powerful management tool
- Optimisation of staff time
- Easily accessible technology
- Greater information sharing
- Improved service delivery



The issue:

Employing a large and dispersed team of sales professionals Carlisle Support Services required a software solution that would accurately measure the value, quality and progress of the sales pipeline for the business, giving management (where ever they are based) a transparent view on business productivity and potential. Citing the ability to generate accurate business intelligence as a primary objective, Carlisle Support Services needed a powerful solution that would generate real-time data, allowing sales teams to quickly identify and act upon all potential opportunities.

Already applying a Customer Relationship Management (CRM) solution to some of their brands, with nothing in place at all for the remainder, Carlisle Support Services identified that in order to achieve the level of management information they required, they needed to find a CRM system that could be used across the board. The solution needed to be flexible enough to allow multiple users across multiple sites, to easily access the software, streamlining procedures and speeding up sales processes. Additionally the CRM solution needed to be powerful enough to collate vast amounts of data generated by multiple divisions, transforming it into a wide variety of accurate, user-friendly reports.

The Challenges:

Taking into account the wide variance of technical ability present within a large workforce, Carlisle Support Services needed a solution that was easy to use, to enable quick and successful integration. The quicker that the workforce were able to confidently use the software, the faster the business benefits of the solution would be recognised. Masking sophisticated and powerful technology behind an unthreatening user interface, the chosen CRM system's success lay in its quick adoption by the workforce. A long implementation period was not acceptable to a company that generated large scale business on a day-to-day basis. The new solution needed to be business ready.

The solution:

An exclusive, web-based facilities management (FM) business ready solution, Innovise's crm4fm technology was the ideal choice for Carlisle Support Services.

Enabling organisations to optimise operations and opportunities for the long-term, crm4fm optimises every resource that an organisation has at its disposal. Crm4fm is specifically designed to secure sales and increase profitability. Targeting all of a company's resources towards retaining existing customers and attracting new ones, crm4fm is a solution that works to increase management visibility. Giving Carlisle Support Services the benefits of low deployment time together with overall cost savings, crm4fm satisfied the brief.

A flexible solution that accommodates as many users as required by an organisation, crm4fm provides actionable management information at the touch of a button. A satisfied user of the system, Paul Trendall, Commercial Director at Carlisle Support Services comments on the positive contribution that crm4fm has provided:



crm4fm[®]

“that which used to take hours to report on now takes just minutes, and being a Microsoft product ensures that it has a simple to use and familiar user interface”

“CRM4FM has transformed the way in which we monitor the value, quality and progress of our business development activities. It has first class reporting capabilities meaning that which used to take hours to report on now takes just minutes, and being a Microsoft product ensures that it has a simple to use and familiar user interface.”

Built using Microsoft Dynamics CRM, crm4fm is a powerful tool. Targeting and tracking each step of the sales process crm4fm has been designed to boost sales productivity and streamline the sales process. Giving an insight to customer's needs through a centralised database, crm4fm improves close rates, enabling sales teams to work more efficiently. For Carlisle Support Services, crm4fm has enabled the progress of business development teams to be charted against targets providing an accurate view on the value of sales pipelines against multiple brands. Providing significant cost and time savings, Paul confirms that

“...sales pipeline reporting is the most obvious example of crm4fm's time saving capabilities”.

A flexible solution that can be applied throughout an entire business, an organisation can determine the level and type of access to crm4fm for each employee or department. Providing access to people beyond their business development staff, Carlisle Support Services decided to implement an access hierarchy, controlling who was able to access the various parts of the crm4fm solution

“enabling groups of people as diverse as, Finance and Business Development Manager to benefit from having data on CRM”

concludes Paul.

Giving a clear insight into the true cross-sell and up-sell opportunity of every individual customer, crm4fm maximises the profitability of each business relationship, whilst dramatically reducing cost-per-lead by delivering highly targeted marketing communications to specific customers or customer segments.