



## KMS

The only CRM tools for the Construction Industry



Established in 1991, and based in London, KMS is constantly evolving its product offerings in line with developments in IT and Construction. Our customers are found in virtually every sector of the Construction Industry including contractors, developers, engineers, materials manufacturers and suppliers. In essence we provide a project tracking CRM system. It provides companies with an efficient and cost-effective means of managing their business, and enhance their productivity across all areas such as business development, marketing, work winning and support functions.

KMS have been working exclusively within the construction sector since 1991, dealing with contractors, construction professionals and construction product suppliers and manufacturers. Customers include Corus, Birse Construction, Haden Young, Vinci PLC, HBG Construction, Morgan Sindall and Bluestone, Hunter Douglas, Marley Eternit, Speeddeck,

Over the last 15 years KMS have built up a very healthy Customer base, and it is testament to our solutions, and our commitment to customer service, that over 30 companies have been using our solutions in excess of 10 years. In fact one customer has now been using our solution for over 15 years!

At Haden Young, users cited knowledge-sharing as a valued benefit of the KMS software. The central database ensures that all their Project and Company information is kept up-to-date, and detailed histories are accessible by anyone throughout the business. This in turn enables them to keep track of the complex relationships that exist on the projects they are chasing. The ability to share knowledge across their organisation has meant that staff can now easily establish the “state-of-play” on any of the projects or companies they are dealing with. Over recent years, Haden Young has developed a



strategy to bring the company’s partnering skills to demanding complex projects and long term frameworks. Effective Customer Relationship Management has been essential, and facilitated by the use of the system. Projects are often more complicated, lasting longer and involving more parties. The KMS system, and its use, has adapted over this time allowing for more detailed project histories to be maintained. Further, the use of the system has assisted strategic development as decision-makers have been able to track trends and analyse project data more effectively. Similarly, the system has supported the development of their marketing strategy.

***“The substantial body of information we have built up over the years is the perfect resource for our marketing analysis and planning” – Head of Marketing, Haden Young***

**Microsoft**  
**GOLD CERTIFIED**  
*Partner*





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KMS Software has been in use at Marley Eternit for around 11 years. Users are located across the country. Office-based Sales and Technical staff access the system directly via the LAN, whilst over 50 users have local copies on their home pc's or laptops, synchronising updated information to a centrally held server via VPN.

The use of the system has allowed them to qualify projects more effectively, be it size, importance to business, sector focus etc.. This has meant that originally where they may have been pursuing 3000 projects per year to win 1000, they now pursue 1500 projects per year to still win 1000.



Over the years Marley Eternit have seen many changes, be it staff members, project offerings and product types. Over a Project lifecycle there are also many changes. However, the constant through all of these has been the KMS software. Its detailed history has meant that no matter what changes affect a Project, the detailed history remains and can be progressed easily. This means that the sales and technical staff can pick up and handle a project knowing that they have the most up-to-date and complete information. Technical enquiries are also logged into the system, and these could be perceived as being amongst the "hottest" leads. As this information is captured at source the sales staff can act upon this information making timely calls.

The KMS Solution has allowed them to build a complete picture of their customers, as well as manage the complex project relationships that often occur. The detailed call history has meant that new staff can pick up their project information quickly and easily and thus approach their clients in a professional manner.

***"even though people/staff change we are still able to maintain a detailed history allowing us to treat the customer in the correct manner and keep them fully updated" – Marketing Manager, Marley Eternit***

At Speeddeck, by ensuring that the database is kept continuously up-to-date, customers are treated in a professional manner, every time, no matter which area of the business they are talking to. Equally the internal communication has been strengthened as there is "no chasing around" for bits of information, updates, revisions etc..

***"The systems use has gone far beyond CRM" – IT Consultant, Speeddeck***

With over a decades worth of data within the system a longitudinal view is possible. Analysis of KPI's with regards to work intake, conversion rates, lead generation etc is achieved simply at the click of a button. This ease of monitoring facilitates trend analysis over time and informs the strategic development of the company.

