

Project-base Case Study

BLÜCHER UK Ltd



BLÜCHER UK Ltd was founded in 1978 as the first overseas subsidiary of BLÜCHER METAL. Considered Pioneers in the manufacture of stainless steel drainage products, BLÜCHER METAL was established in 1965 in Vildbjerg, Denmark.

Tadcaster based BLÜCHER UK Ltd supplies a range of stainless steel drainage solutions including BLÜCHER® EuroPipe (a light weight push fit pipework which is ideal for soil waste and rainwater applications), channels and floor drains for domestic and industrial applications, Grease Separators and Kitchen Drains.

BLÜCHER UK Ltd operates throughout the UK via a team of technical sales representatives and their products are available either direct or through most plumbing and builders merchants.

The issues

BLÜCHER UK Ltd first approached KMS in 1997 seeking to move away from the self-built database then in use. Seeking a well-rounded, proven solution which would enable them to track their sales activity effectively, Blücher recognised the need for a professional sales and marketing solution such as Project-base.

As a major player in the drainage solutions market, BLÜCHER UK Ltd is focussed on the construction cycle and relies heavily on every member of the team having access to up-to-date information on both key decision makers and project details. Blücher needs to be able to see each 'project' as a whole, rather than simply the individuals involved with it. Only then could they build successful sales effort.

BLÜCHER UK Ltd's existing database lacked any real 'project' focus and simply dealt with contacts and companies. Aware of this shortfall, BLÜCHER UK Ltd recognised the need for the construction 'project' to be at the heart of their new tool. This would allow the user to track relevant project activity whilst simultaneously connecting and cross referencing details of the various parties involved with the project.

As a player within a fast paced industry, BLÜCHER UK Ltd recognised the benefit of being able to report upon their sales performance, the increased control this would give them over their future performance and, in turn, the advantage they would gain on their competition. Once again, this ability was not available within the existing database.

The requirement

BLÜCHER UK Ltd wanted to install a system that offered a number of features: -

- Centralised sales/order tracking
- Field Sales access to customer and project records, via laptops
- Speedy logging of incoming enquiries with automated 'actions' established
- Automated mail-merge for information packs and letters
- Analysis of sales & marketing campaign effectiveness
- Monitoring of win / loss conversion rates

Implementing Project-base

BLÜCHER UK Ltd selected Project-base as the ideal solution to their specific requirements, meeting each individual need and providing a scalable solution that could evolve with the company.

Prior to installing Project-base, KMS successfully converted and de-duplicated the existing database in order that the Sales Team would have live data to work from the outset. Once the installation and Training was complete, including training a 'Supervisor' to administer the system, Blücher had a small group of active users using Project-base on their office network and their first field Sales representative using it on a laptop and 'synchronising' with the office based system. This setup suited the need well as it allowed their overall sales effort to be centralised whilst maintaining a field based Sales Team. The addition of Crystal Reports Training shortly afterwards completed the sales and marketing cycle, allowing them to report on and analyse their performance and forecast for the future.

Since 1997, Blücher has built on the success of its Project-base installation by adding more users. At the time of writing they had five office based Project-base users and six remote users using laptops and synchronising with the office.

The benefits

BLÜCHER UK Ltd is now in the enviable position of being able to track the sales process right through from initial lead (be it bought data from ABI or Glenigan or a self sought lead) right through to order/lost order and then on to resell opportunity. The management team is now safe in the knowledge that the day-to-day activities of the Sales staff are logged into Project-base and they have the ability both to keep track of progress and to plan for the future. Thanks to the synchronisation of data between the office and their remote laptops, all Sales staff are now able to follow up their leads promptly and in the full knowledge they have not 'missed' any opportunity.

Being in such positive position also aids the Blücher Marketing Team, which is able to draw on the wealth of customer knowledge stored within Project-base and use it to target campaigns. With the 'full cycle' view of projects and clients provided by Project-base, there is a two way flow of information between the Sales and Marketing Teams. Sales leads generated by Marketing or taken by the Sales Team are entered directly into Project-base and assigned to the appropriate person. They are then able to make use of the automated events facilities to ensure the lead gets followed up. In recording customer history, the Sales Team provide the Marketing Team with the information necessary to analyse successes, refine targeting and generate more leads.

KMS has remained a central part of the Project-base setup within Blücher UK Ltd, consulting to ensure that as the business evolves and grows Project-base continues to meet its needs.

“KMS have supplied us with a system where all parts of the sales and marketing process can be monitored and checked from Project inception to end. This enables us to ensure that we get the most from our leads, be them bought in or self generated, to be able to track marketing activity efficiently and effectively, and to ensure that every member of our team knows exactly what stage each project is at, right down to the last conversation the customer had and who they had it with.”

Tim McDermott, BLÜCHER UK Ltd