

Case Study: Keller Group Keller and KMS working in partnership

The construction industry is, as we know, built on relationships first and foremost. Economically and ethically, it makes sense for a company to invest in building mutually beneficial and long lasting relationships with its customers.

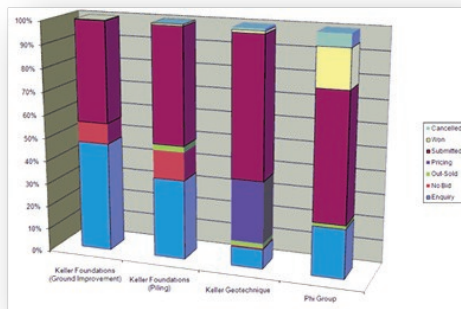
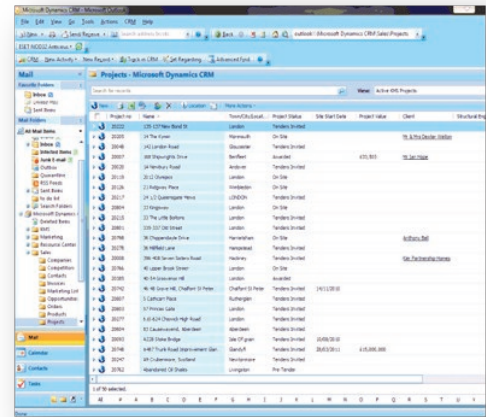
Keller found that it needed a system that gave it the ability to manage its relationships effectively and utilise the insight that comes with this in order to achieve business growth via new business with either existing customers or new ones.

On researching the market it was found that many providers ascertained their solutions would meet Keller's needs, however the company and product that stood out above the rest was KMS Software and their Project-CRM system.

The key to Project-CRM is that KMS have taken one of the market leading customer relationship management (CRM) platforms 'Microsoft Dynamics CRM' and using their knowledge of CRM in respect to the construction industry, have built on it so that it manages industry data in the form of 'projects'. This is obviously essential to the construction industry.

A major advantage of the system and indeed a requirement of Keller was that it needed to seamlessly integrate with MS Outlook (an application that Keller already uses to manage its emails and that most staff are more than familiar with).

A continuing aim of Keller is that it wants to develop a culture whereby all staff that interact with clients are encouraged to contribute to managing the client relationship at every stage of its development and certainly beyond the tender project cycle. The sharing of information amongst the Keller divisions is key to the future of the company and Project-CRM facilitates this very easily. Using Project-CRM for 'Joint' and 'Cross Selling' opportunities enables the different Keller divisions to highlight the strength and depth of the entire organisation's offerings when bidding.



The system enables Keller to push responsibility out through the organisation and allow managers to set individual responsibilities and monitor activities to provide on the outcomes. A key feature is the ease of reporting via a custom reporting wizard and also the integration with Excel.

The business relationship Keller has with KMS promotes collaborative working and facilitates learning for both parties. As Keller's needs grow or change it works with KMS to find the solutions.

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