



BYTES TECHNOLOGY GROUP Implement SalesLogix To Define, Develop & Maintain Customer Base

The Customer

Bytes Technology Group is one of the fastest-growing premier software and service providers providing software services and infrastructure solutions to a large cross section of companies – from the largest listed organisations to youthful SMEs. In a market which is highly competitive, the company has shown impressive and consistent growth over the last few years.

The UK operation consists of three key divisions: Software Services; IT Solutions; and Document Solutions.

Customer Summary

- Provides software services and infrastructure solutions
- Roughly 250 UK employees
- 8 UK sites
- Approximate annual turnover of £45.5 million
- LAN, Remote and Web users

Using the Sage CRM SalesLogix solution, Bytes Technology Group has seen **significant efficiency improvements** across different departments, whilst also **improving business processes**.

The Challenge

Bytes (Software Services) were using ACT! contact management solution. As their requirements advanced, the system became cumbersome and did not enable the firm to accurately track information such as regular communications, opportunities, activities and marketing information. The system was simply a glorified address book. Bytes recognised a need to monitor and question activities within the sales team, whilst also understanding where work was really being won.

The Solution

Having recognised a need for change, emphasised by growth of the sales team and an inability to accurately record data and market effectively, Bytes Technology Group selected Sage CRM SalesLogix from e1 Business. Principle factors in this decision were the cost and ROI potential together with key system attributes including the ability to customise the system to Bytes' requirements and provide an improved structure and platform for business reporting and data mining. Workflow and the ability to integrate the system with existing products and tools also reinforced the decision.

Initial priorities for the system were to enable the company to build a strategy for defining, developing and maintaining its customer base and provide a basis for focussed marketing campaigns.

Reasons for Choosing SalesLogix

- Ease of customisation
- Flexibility of the system
- Workflow
- Cost
- Ability to link to existing products and tools
- Technical expertise of e1 Business
- Ability to provide improved structure and platform for business reporting and data mining

The system also needed to track activities for accounts, account managers and contacts within the Group, whilst also tracking opportunities generated and communications across the account base. Bytes wanted to arm its sales force with a tool that would provide the most effective information and allow them to gain and maintain the data necessary to provide their customer base with a high level of service and ensure that any opportunity to assist them is not missed.



e1 Business – For CRM that Works!

Ltd, Sullivan Court, Wessex Business Park, Wessex Way, Colden Common SO21 1WP

Tel: (01962) 718270



The Results

Having now implemented the system, Bytes are using Sage CRM SalesLogix across 4 sites through a mix of LAN, Remote and Web access, depending on the users' roles and requirements.

As per their initial requirements, the principle focus of the system is on **managing their relationships** with their customers. All customer interactions are now recorded within the system which has resulted in accurate information and a detailed knowledge of their key customers, which is shared across the organisation. Access to all **relevant customer information** now means that every interaction can become a business opportunity and Bytes has seen improved processes around its **account management**. There is now also an easy firm-wide search facility to look up information held within the central database and this has led to a reduction in duplicated workload through **centralised data**.

The system is also offering real benefits to the sales and marketing departments. **Sales opportunity logging and tracking** has created real visibility and the system manages and measures **sales forecasts** in real-time. This has led to improved accountability of the sales team. Robust marketing functionality has enabled Bytes to take advantage of the valuable customer information obtained through **targeted marketing** campaigns. Campaign **response rates** are now tracked which allows them to evaluate the effectiveness of each campaign.

Fiona Townsend, Manager at Bytes Technology Group commented:

"We are now able to produce more detailed reports on sales and forecasts. We have also reduced the amount of time spent on creating marketing campaigns and streamlined our reporting on campaign success"

Bytes plan to further roll-out the system across the remaining divisions of the organisation to increase the interaction between the sales forces and maintain a full view of customer activity. Fiona commented: "We always look at better ways of using the system and how to extract more information in the simplest way as well as reducing repetitive processes."

"e1's ability to understand our company's requirements and the ability of their developers to translate requirements into tools and changes to the system really impressed us"

Fiona Townsend, HR/Opps Manager, Bytes Technology Group

About e1 Business

e1 Business specialise in helping companies improve their performance across sales, marketing and customer services using Customer Relationship Management (CRM) software. Our customers' installations range from 10 users to over 2000, all requiring highly professional support and industry-recognised expertise.

Working with companies in the professional services, hi-tech, manufacturing and engineering industries since 1990, e1 has helped deliver measurable business benefits from CRM. Holders of the SalesLogix Customer Satisfaction Award, e1 are committed to providing a CRM solution that fits your business and meets your objectives. Visit www.e1business.com for more information.



e1 Business – For CRM that Works!

Ltd, Sullivan Court, Wessex Business Park, Wessex Way, Colden Common SO21 1WP

Tel: (01962) 718270