

Sygnus Data Communications Implement SalesLogix to Better Manage Sales Process

The Customer

Established in 1985, Sygnus Data Communications Ltd is an ISO9001:2000 accredited independent supplier of Network Test, Analysis, Load Generation, Simulation and Monitoring Solutions and Services for Carriers, Developers, and Enterprises throughout the UK and Ireland.

With a carefully selected group of Partners, providing best of breed products for the VoIP, Cellular, LAN / WAN, Backbone and Network Load Generation markets, Sygnus aims to be an indispensable ally, assisting customers to exploit today's and tomorrow's networking and communications technologies.

Using the Sage SalesLogix CRM solution, Sygnus is now able to better manage the sales cycle whilst also improving its customer service. ***"The system has developed from being an effective sales tool to adding value to our marketing and support activities"*** comments Chris Leggett, Managing Director at Sygnus.

CUSTOMER SUMMARY

- **Provider of Voice and Data Network Test and Monitoring Solutions**
- **12 UK employees**
- **LAN and Remote users**

The Challenge

Sygnus had a DOS-based system, which was limited to listing customers, product serial numbers, support and maintenance renewal dates and notes. The internal sales staff were allocated printed Action Lists at the beginning of each week and would have to work through the call list and then manually update the appropriate record in the system. The system was not user friendly or easy to manipulate to retrieve information. Data was also being lost which sales people were using as an excuse to not use the system. There was no reporting functionality and all forecasting was done through Excel spreadsheets. The system didn't work with XP.

The key requirements in a new system were largely sales focussed in the first instance with a need to measure sales productivity and provide a more efficient system for the sales staff, away from paper lists. Sygnus were also looking to accurately forecast sales. In terms of marketing, Sygnus sought better targeting and integrated email marketing.

SALESLOGIX WINS

- **Remote access**
- **Ease of customisation**
- **Scalability of the system**
- **Outlook integration**
- **Cost**
- **Data import service**
- **First class support**

The Solution

recognising that they needed a new system, Sygnus looked at numerous full-featured CRM systems on the market with a view to finding a solution that would not only provide the functionality that they required, but also grow in line with the organisation. The number one priority was to be able to have remote users coupled with the ability to easily import the data from their DOS system into the new system. Another important consideration was that the new system was future proof meaning that it would suit their business as it expands and requires more sophisticated functionality.



e1 Business – For CRM that Works!

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The ability to customise the system and ease of implementation were also considerations. SalesLogix proved to be the only solution that ticked all of the boxes. When asked why e1 Business specifically, Chris recalls; ***"As database novices, e1 were able to 'read' us and understand what we wanted to do. They also offer additional value for instance with their informative annual user conference."***

Once the decision to go with SalesLogix from e1 Business was made, there followed a quick and easy implementation and Sygnus' salespeople were able to use the system straight away. Instead of paper lists, they now have Activity lists within the system which are categorised in order of importance to match their sales cycle so they now have a methodology of prioritising, updating and completing activities. Telephone integration has enabled auto dialling from the system ***"which in itself has saved Sygnus 2 man days a month"*** according to Chris. The whole sales process is now better managed. Where they used to only be able to see when a maintenance contract had expired, they now receive monthly reports on maintenance quotes that they need to be working on. Sygnus are now able to measure sales productivity, which has enabled them to benchmark where they should be. Accurate forecasting is now adding real value.

The Results

Since implementing SalesLogix, Sygnus has gone from having only a few to many products. SalesLogix has been instrumental in managing this growth as they are now able to not only track all of the product and customer information in these different markets but also use the system to target products at specific markets. Sophisticated email marketing integration means that they now send monthly email updates which are well targeted and relevant. ***"We've actually had a 5% increase in sales through targeted email activity"*** reflects Chris. Responses are recorded within the system and activities scheduled for the sales team. Sygnus are now also able to track leads from origin to close.

From their customers' perspective, Sygnus are now better managing the Support side of their business through the use of Tickets. The ability to track support tickets has improved clarity resulting in a more professional approach. Recent customer surveys have also scored the company very highly (8.2 out of 10) for 'information regarding delivery and keeping to their promise' and 8.3 out of 10 for 'sales professionalism, follow up and communication'. Chris is happy to attribute some of this success to their CRM system; ***"We have become more professional as a result of having access to the information that we need"***.

SalesLogix is extremely reliable and stable as a core business tool. Everyone uses it every day"

Chris Leggett, Managing Director, Sygnus Data Communications

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 customers across a wide-range of industries including professional services, hi-tech, manufacturing and engineering 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.

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