

# Case Study – Rockall Safety

## Goals

- Increase sales in a tough economic climate
- Simplify and accelerate telemarketing activity
- Implement a stable CRM solution that would support at least 8 internal sales people and sales managers
- The ability to build and track quotations
- Avoid syncing issues
- Integrated and targeted email marketing

## Challenges

- Integration with HireMate® Stock Control
- Integrate with Rockall Safety's telephone system
- Migration of company, contact and history information from Act! v10®
- Provide a solution which requires an absolute minimum of administration
- Effective support from an independent CRM Solution Partner

## Solution

CRM-UK proposed Gold-Vision as a best fit solution to meet the business needs of Rockall Safety. Gold-Vision, a browser based CRM solution, offers sales people access to the same information whether in the office or out on the road. Additionally, CRM-UK:

- Integrated Gold-Vision with the Splicecom® IP telephone system
- Customised the Gold-Vision products screen to include integrated stock levels by line item – automatically updated daily with optional manual override
- Integrated Gold-Vision with Microsoft Exchange Server® immediately importing all previous company email communication into Gold-Vision
- Rockall Safety maximised existing investment in Microsoft Outlook® Email and Calendaring and Microsoft Word® for creating professional line by line quotations in minutes

Rockall Safety also implemented Gold-Vision Connect integrated email marketing. Gold-Vision Connect provides the following benefits:

- The ability to send professional looking emails to a very specific target audience very quickly
- The ability to track whether the recipients read, forwarded or click a hyperlink in the email
- Marking bounced emails against the contacts in Gold-Vision
- Accelerated telemarketing campaigns derived from tracking information

## Results

- Rockall Safety's sales increased by 15% in the first quarter alone – directly attributable to Gold-Vision
- The sales team are now consistently meeting sales targets for the first time
- Rockall Safety are pleasantly surprised with the lack of IT administration required saving many hours per week

## Testimonial

*"... Act also causes major issues with anything else that is running on the SQL server. Additionally, since implementing Gold-Vision our systems haven't been down at all. With Act our systems were down at least twice a day causing extreme frustration to all members of staff. Sales team targets are now being met due to increased time gained from the faster search facility as well as the ability to link with our stock/hire systems and our web page. We also benefit from faster emailing and email tracking, which saves time. It is also possible to manage documents by adding them to Gold-Vision, which wasn't previously possible to do with Act. Every time we tried to attach even the smallest of files the system fell over. Moreover, our **sales have increased by 15% in the first quarter since implementing Gold-Vision.**"*

**Julia O'Connell**, Accounts Manager