

GSB Supplycorp: *Leveraging customer relationships with confidence*



THE FACTS:

- > GSB Supplycorp is a leading provider of procurement services to the New Zealand market, managing over \$700 million of procurement each year across 4,000 organisations.
- > Increasing demand, along with a complex business model that relies on efficiency, drove GSB Supplycorp to seek out a solution to streamline its customer interactions.

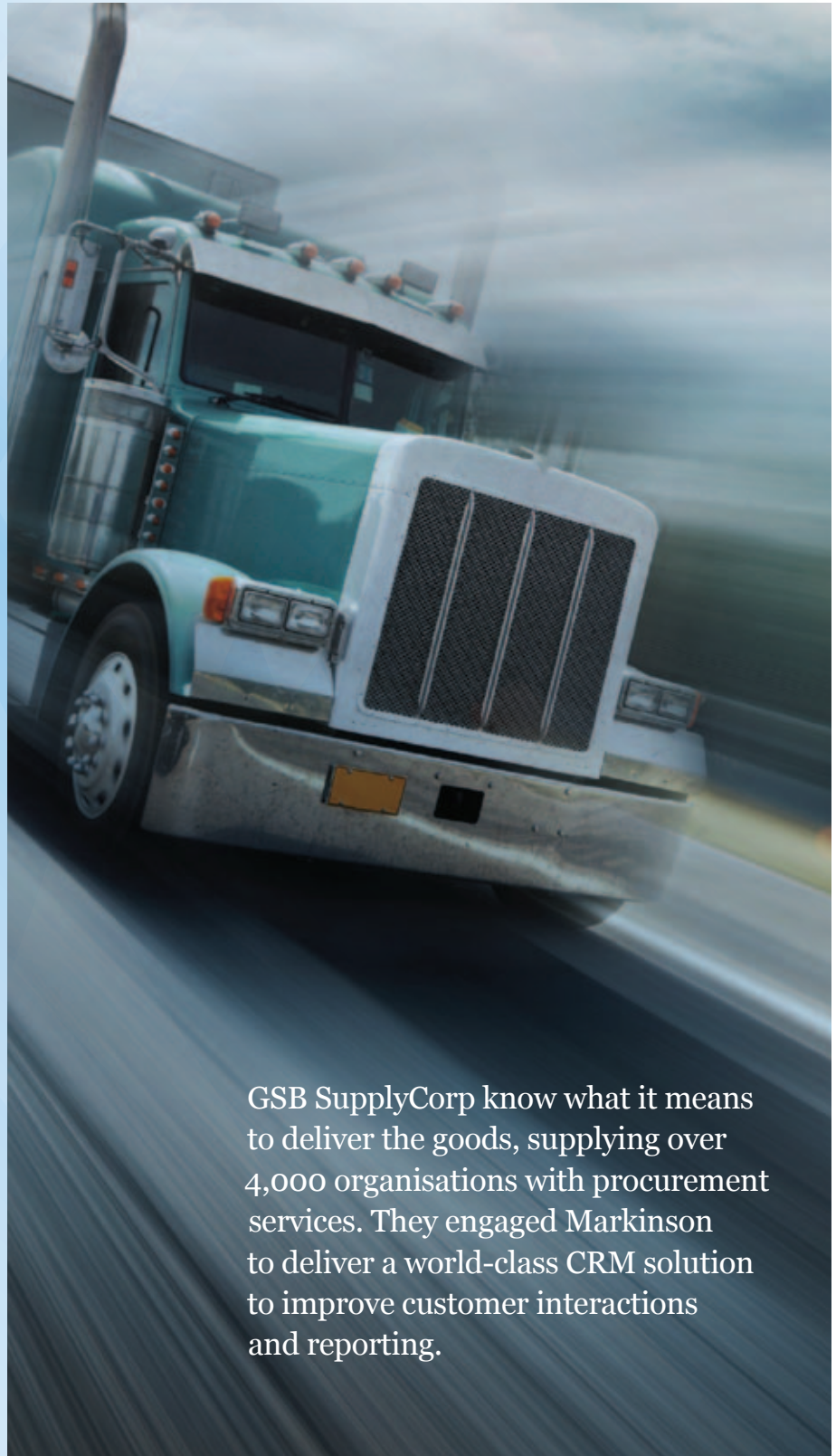
THE SOLUTION:

- > Markinson delivered a cost-effective and customised solution using Sage CRM SalesLogix. This was integrated with GSB Supplycorp's Data Warehouse and customer support systems.

THE RESULT:

- > Consolidated customer data.
- > Improved reporting.
- > Increased business efficiency.

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GSB SupplyCorp know what it means to deliver the goods, supplying over 4,000 organisations with procurement services. They engaged Markinson to deliver a world-class CRM solution to improve customer interactions and reporting.

ABOUT GSB SUPPLYCORP

GSB Supplycorp is one of New Zealand's leading procurement service providers, delivering over \$700 million of procurement services to over 4,000 organisations each year using world class solutions and technologies.

An increase in demand for its services, along with a complex business model involving a wide variety of stakeholders, gave GSB Supplycorp the opportunity to examine and refine its existing business processes and information systems.

Markinson rose to the challenge with Sage SalesLogix, delivering GSB Supplycorp an added degree of confidence and efficiency in managing its customer interactions and reporting.

The Challenge

GSB Supplycorp's business model has a very complex and diverse range of relationships with its customer base and suppliers, as it delivers advice, consultation, and technology solutions to help organisations with procurement decisions and activities. This means that the company maintains several systems with widespread customer information, as well as sourcing information from the systems of suppliers.

As this diversity grew, the company recognised the need to develop a system to provide a single, integrated view of clients, where they could track the range of activities with both their customers and their customer's suppliers, as well as segment their database for targeted information and marketing campaigns.

GSB Supplycorp maintains a call centre, known as the 'Membership Services Team', which is the first point of contact for most customers.



Jaimie McNabb, General Manager for Marketing and Business Intelligence at GSB Supplycorp, explains. "The people in the call centre are multi-tasked. Typically, they are the first people a customer speaks to about finding a solution. They are also the first point of call for any service matters relating to access to contracts, order enquires or use of the procurement technology."

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The Solution

In 2003, GSB Supplycorp invited, along with others, Markinson, to present the SalesLogix CRM (Customer Relationship Management) system.

The GSB Supplycorp key objectives and requirements were the ability to:

- Profile customers and segment their customer base for targeted sales and marketing initiatives.
- Build a single view of the customer's relationship with GSB Supplycorp.
- Track all activities and interactions with customers across multiple touch-points.
- Customise menus, tables and fields could be managed internally.
- Compatibility with MS SQL Server and MS Operating and Office environments.
- Management of accounts/companies and contacts/ individuals separately or as groups.
- To generate standard sales and direct marketing reports to measure the effectiveness of campaigns.

After an extensive research and selection process lasting seven months, GSB Supplycorp settled on SalesLogix, as it offered the most relevant features and met the budget.

"We were able to implement a system within budget, that met our key objectives and has allowed us to better understand what's happening with our customer base", says McNabb.

"We were delighted to implement the Markinson Solution within budget, whilst also meeting our key objectives and allowing us to better understand what's happening with our customer base".

JAIMIE MCNABB, General Manager, Marketing and Business Intelligence

The Implementation

The basic installation was a fairly simple process according to Colin Maitland, Technical Consultant with Markinson. The installation was up and running and working properly within a month.

"It was a very straightforward project, says Maitland. "We installed the software and then provided the relevant training. Most of the customisation and data migration was handled internally, and the system went live in only a few weeks after we started."

The major challenge in the project centred on the data migration.

McNabb recollects, "The data migration meant some late nights, sourcing and cleaning all the data for import into the new system. Markinson advised us on how to structure our data prior to migration." There were a variety of sources the data had to come from, including Excel spread sheets and notes in personal folders on laptops or desktops.

"We had to be determined with some people to ensure all the information we imported was relevant and accurate."

Generally the change management issues for the project were handled fairly easily. "Most of the people here are very technically orientated. They are used to technology and handling different systems. The team has responded positively to the new system with a number of them asking, 'why didn't we do this earlier?'"

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The unique nature of its business required GSB Supplycorp to make a number of customisations within SalesLogix to match its business needs more closely. Taking a “hands on” approach, GSB Supplycorp engaged Markinson for two days of System Architecture training for two of its own staff, then implemented the customisations internally.

The main system SalesLogix needed to integrate with was the Data Warehouse that GSB Supplycorp uses to consolidate and verify customer data.

“We have a Data Warehouse which is fed data from our financial system, our suppliers systems for aggregated contracts systems, and GSB Marketsite. We use this Data Warehouse to segment our customer base according to predefined customer profiles. These lists are then linked to SalesLogix to drive marketing and information campaigns.”



“The team has responded positively to the new system with a number of them asking, ‘why didn’t we do this earlier?’”

The Benefits

Being able to track all customer interactions across all contact points was a key business benefit delivered. “If a customer calls in tomorrow, in six months time we’ll be able to refer back to that call and what was said. The ability to understand the history of our relationships is very important. The new system has given us far greater visibility and provides a validation of where our customer relationships are at.”

With the way SalesLogix sets up accounts and contacts, GSB Supplycorp has online visibility of the relationships with companies as distinct to the contacts within those companies and to group relevant entities into appropriate clusters. “Previously, we might have a relationship with an organisation such as a council that has a number of sub entities. Historically we would have dealt with those sub entities separately. Now we relate to them as a collective and upgrade

our relationship with the entire organisation”.

GSB Supplycorp continues to find new and better ways to make use of SalesLogix. McNabb comments: “Sometime in the near future we are looking at incorporating more project management into SalesLogix. We are looking forward to having SalesLogix as an integral part of our business. The opportunity to improve customer relations is never finite.”



For more information on how a Markinson CRM solution can benefit your business, visit:

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