

Redcastle - SuperOffice CASE STUDY:  
Box Technologies Limited



## Redcastle CRM help Box Technologies control margins and boost profit

Box Technologies is the leading electronic point of sale (EPOS) hardware distributor in Europe. They supply only superior products from some of the most respected names in the EPOS industry including Epson, Cash Bases and Metrologic. Box offers complete, customised EPOS solutions to six market sectors: retail, hospitality, finance, public sector utilities, transportation and logistics.

Box Technologies provide:

- Digital signage
- EPOS
- Mobile solutions
- Self-service
- In-house service delivery

### The Challenge

An early partial implementation of CRM provided relatively unstructured access to about 8,000 customer names, and was used mainly to store a history of customer communications. The new SuperOffice CRM system implemented by Redcastle extended this to include the whole front-end sales process.

### The Solution

Successful growth and margin control has been produced by adding Redcastle's sales force automation modules to the current CRM system. These include customer segmentation, enquiry logging, quote production and forecast and pipeline management.

To reflect the phased delivery of much of the business, a special Revenue Pipeline report was created which shows forecasted and actual customer revenue on a rolling 3 month and 12 month basis. In addition, there is a nightly price book download from the accounts software which integrates the sales solution.

### The benefits to Box

- Higher quality and faster quote turn-around and a systematic follow up process
- Rigorous individual and team forecast and pipeline management tools
- More control on margin management with a positive bottom line impact

### The Result

#### Gareth Aconley, Marketing Manager:

'We now have a technology which supports our end to end sales process much better. As management we always have an up to date picture of both the activity levels and sales forecasts across the whole sales team. This is proving to be a powerful force in improving performance.'

#### Stuart Walker, Managing Director:

'Of the many day to day activities which must be managed to run a successful business, forecasting revenue performance reliably is most key. I am really delighted with the way we can access the latest projections and the level of detail we can get. This ensures we focus on the right projects to achieve our financial goals.'

[www.boxtechnologies.com](http://www.boxtechnologies.com)

