

Redcastle - SuperOffice CASE STUDY:  
Concise IT Limited



## SuperOffice CRM plus Redcastle applications save Concise IT £80,000 every year and almost double turnover

Concise IT has built up an enviable reputation for providing innovative and cost-effective network services including support, consultancy, security, disaster recovery and network solutions.

### Concise IT provide:

- IT Network and telecoms support
- Disaster recovery and business continuity
- Specialist consultancy and network solutions
- Network, data and internet security
- Virtualisation
- Storage management including SAN, NAS and AiO
- VPN, LAN, WAN, WLAN design and implementation
- Business telephony, VoIP, mobiles and connectivity

### The Challenge

In 1999, Managing Director, David Southern, recognised that Customer Relationship Management should be the foundation for enhanced efficiency and productivity within Concise IT. As a young and growing company, choosing the right solution was vital. David's discussions with other SuperOffice customers, and referrals from other successful implementations were difficult to ignore.

### The Solution

SuperOffice CRM was soon selected and rapidly implemented. As the Sales and Support teams grew, so did the use of SuperOffice CRM.

Less than a year later, Concise IT added applications from Redcastle CRM for sales order processing, quotation creation, sales pipeline management and customer care to help achieve a CRM orientated end-to-end business management system.

### The benefits to Concise IT:

- A more efficient system
- Improved client retention
- Savings of almost £80,000 a year in administration and productivity costs
- Turnover has almost doubled

Concise IT's current focus is on automating certain tasks in the workflow using TaskCentre to create management reports without prompting or interaction.

### The Results

#### David Southern, Managing Director, Concise IT:

*"Concise IT get three things from the Redcastle solutions. Firstly, the efficiency of the system has helped us to almost double our turnover, and dramatically reduces the need to employ additional administration staff.*

*Secondly, we are seeing improved client retention, attributed to a faster front-end process that handles all enquiries and quotations. This is complemented by Service Management which has improved the management of our service level agreements.*

*Thirdly, the system helps to control overheads. We're saving nearly £80,000 p.a. in administration and productivity costs. This is a figure that we expect to increase further in the future.*

David adds that, "SuperOffice CRM and Redcastle Applications underpin Concise IT's whole business process and are critical to the efficient running of our business".