



Redcastle - SuperOffice CASE STUDY:
Manchester Fluid System
Technologies Limited

Redcastle CRM have a major impact on sales for Swagelok Manchester

Established in 1978 Swagelok Manchester Fluid System Technologies is an exclusive distributor and supplier of Swagelok manufactured products. Their service territory covers the Midlands and a significant proportion of Northern England.

Swagelok provide fluid system technologies within the UK and Greece for a range of industries including:

- Research
- Process instrumentation
- Pharmaceutical
- Dairy
- Food and beverage production
- Oil and gas
- Power generation
- Petrochemical processing
- Alternative fuels
- Semiconductor manufacturing

The Challenge

Swagelok Manchester initially implemented SuperOffice CRM and Redcastle's Sales Automation modules for Call Reporting and Quote Management. The objectives were to improve the overall quality of customer interaction and visibility of the sales pipeline updated every few minutes.

The Solution

The next phase of implementation added automated, high quality quote production with images and content specific documentation; and also direct updating of Call Reports by the sales force using PDA phones.

The benefits to Swagelok

- Improved quality of quotes and proposals
- Implemented an effective quotation follow up process
- Improved quote to order conversion rate

The Result

Jon Hall, Managing Director:

"In our business, very simply, it's the quality and speed of quotation response and the management of the follow up process that drives our sales. To compete and win, we need to do everything possible to maximise our conversion rate. The Redcastle and SuperOffice solution is having a big positive impact on our sales"

Becky Dowling, Marketing Executive:

"Our next big project is to further develop our communication strategy; and Redcastle are helping us to do this by providing intelligent software which will allow us to overlay a workflow process at each stage in the quotation process, ensuring that customers are continually contacted throughout the life of a quote. This will undoubtedly provide major business benefits and strengthen our position as a market leader in the delivery of fluid system solutions and services to all our customers".

www.swagelok.com/manchester

