

**Proposition:** To improve the flow of customer information through your business.

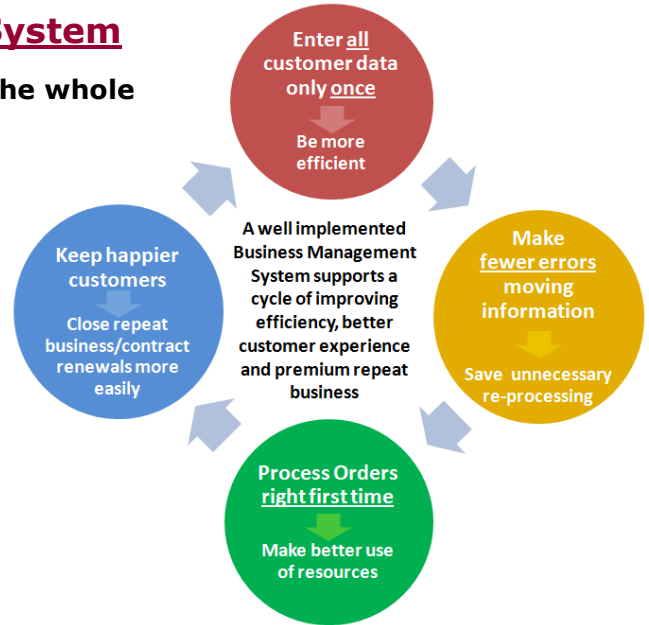
**How:** By taking your internal **Business Management System** to a higher level.

**Objective of a Business Management System**

is to have a **single view** and **complete record** of the whole customer lifecycle, from enquiry to repeat order or maintenance renewal.

This integrated customer view will allow you to:

- 1) avoid the wasted time and potential mistakes from double entry of data
- 2) give staff access to all the up-to-date customer information they need to do their jobs more efficiently
- 3) get all the forecasting and company performance information you need, on demand, to allow faster and more-informed decision making.



**Examples of improved information flow:**

- Enquiry information and Quote Items automatically update the Sales Pipeline with dates, values, margins and next actions
- Items in a Quote feed straight through into Customer Order Processing, Purchasing and Invoicing; and then into Customer Support
- Service Calls are allocated, monitored, escalated and correctly charged, according to Contracts and Service Level Agreements

**Business Improvements:**

Your customers should have a better business experience with you from:

- faster, higher-quality, pre-sale interactions
- an optimised order fulfilment process
- and more responsive post-sale support across the board

**Gareth Aconley – Marketing Manager, Box Technologies:**

*“Our SuperOffice CRM system with Redcastle Business Management extensions supports our end-to-end sales process much better. As management, we now have an up-to-date picture of both the activity levels and sales forecasts across our whole sales team. This simple sounding benefit is proving to be a powerful force in improving performance”*



**Critical success factors:**

- Higher quality and faster quote turnaround; and systematic follow-up process
- Rigorous tools for individual and team forecast and pipeline management
- More detailed control on margin management, with a positive bottom line impact

Customers of **Business Management Systems from Redcastle** also include :

