

# GoldMine® Case Study



## CASE STUDY: TNT POST

### GoldMine & Preact deliver again!

How Preact CRM & GoldMine helped the UK's leading drop door marketing specialists to save money!

Circular Distributors pioneered the concept of door drop marketing over 50 years ago. They launched the UK's first letterbox distribution campaign delivering free samples of soap powder throughout the country. Now re-branded as TNT Post the company offer an entire range of letterbox distribution services.

Today, TNT Post employ over 5,000 trained adult distributors and 140 full-time managers. With more than 2 billion samples, leaflets and brochures distributed on behalf of major brands every year TNT Post are the industry leader for delivering their clients messages into up to 140 million households across 14 countries. They are quite simply renowned experts in their field.



### The Requirement

To communicate with their diverse network of customers, suppliers and prospects, TNT Post needed an effective database to assist their sales and marketing department. An advertiser and agency management product, Genesis was being used. However, ***"It was simply not doing the job for us, not letting us work to our full potential and didn't have the advanced functions we needed,"*** explains Leah Hendin, Account Manager. ***"It was essential that we be able to log calls and have scheduling, forecasting and calendar features. Genesis didn't offer this and also had a lot of corrupt error problems for the IT department to deal with."***

TNT Post needed a product that could be used centrally within the organisation, which everyone could access and continually build upon. In 2004, the organisation set out to look for a solution and a business partner that would enable them to:

- Possess a centralised location for all sales and marketing call logging and campaign monitoring as well as scheduling and calendar features
- Enable easy input, monitoring and reporting of sale information
- Share information between their two office locations and mobile users
- Integrate the sales database with their bespoke invoicing system
- Assist with transitioning the entire company toward a paperless office
- Be easy to implement, train and use on a daily basis

### Planning for long term success

For TNT Post, making GoldMine their choice was an easy decision as Senior Account Manager, Ian Lacey states ***"Having used this system at another company I had seen the benefits for sales staff. TNT Post works on Account Management rather than traditional sales so information is key. With GoldMine the information is fully accessible and transferable. This system may prove to be the most valuable tool that we have."***

TNT Post selected Preact CRM as their solution provider who discussed their immediate and long term requirement to check and confirm GoldMine would represent a profitable long term solution. Prior to installing GoldMine, Preact worked with TNT Post to carry out a Needs Analysis planning consultancy to document each aspect of the project implementation.



The report subsequently produced is an integral component in the Preact ethos and effectively forms a blueprint for the entire project ensuring shared expectations for the work to be carried out.

Ian Lacey thinks highly of the Preact approach. ***“Their personal touch went a long way in sealing the deal. They ensured we had all the necessary information to make decisions and I was very impressed by the product knowledge of the Pre-Sales and Technical consultants.”***

Preact carried out the installation, configuration and training over 6 days to ensure the standard database was designed and customised to meet each business need of TNT Post. By connecting all remote users and both offices in Manchester and Maidenhead, TNT Post were soon benefiting from GoldMine with the reliable back-up of Preact’s exceptional technical support.

## Helping TNT Post achieve results - fast

The tangible results for TNT Post were immediate because now everyone company-wide is kept in the same communication loop and tasks are not duplicated. Leah Hendin boasts, ***“the more we use it the more effective we see that it is. With so many sales people in different locations a lot of our jobs overlap. With GoldMine we collaborate better and easily see what others have already learned about a prospect or agreed with a customer.”***

**Helping Marketing** – GoldMine helps the Marketing department on various levels. It is currently used for mailings and telemarketing. The database is the central location of all prospect and current customer information and is depended upon by the sales department. In addition it has helped ensure TNT Post complies with the Data Protection Act.

**Helping Sales** – GoldMine is vital to the success of the sales department. The product is used for research, contact management, telesales, analysis, reporting and tracks all the appointments booked. Additionally, with over 50 users on the sales staff including two offices in Maidenhead and Manchester, as well as remote users and road warrior sales staff, the synching capabilities of GoldSync ensure the database is visible by everyone.

The sales team also use it for territory alignment, forecasting, completing sales and looking at budgets. Telesales are able to closely monitor their leads to see how far they are escalated. Calls are easily scheduled to the telesales team and they simply move through their list, log the information and then file automatically in the history tab to ensure they are visible to everyone in the company. The telesales staff speaks highly of the product. ***“The Multimap link on the GoldMine View HTML tab is incredibly helpful when***

***arranging meetings, as this allows me to group appointments by the correct location. I also use the opportunity manager a lot to understand what calls are to be made and can therefore follow the pipeline,”*** says Telesales Executive, Daniel Kuhner.

**Helping Everyone** – GoldMine tracks every contact communication so everyone can see who the account manager is, where each customer is in the sales cycle and build virtually any sales and marketing report required. With their previous Genesis system this was not possible.

TNT Post praise GoldMine’s features and its results. Ian Lacey states, ***“We use it to find out who a company or agency Account Manager is and know who to pass any incoming business to. It also contributes to efficiency within the organisation since it’s visible to all users and is the major facilitator in becoming a totally paperless office.”***

TNT Post praise the expertise of their supplier. TNT Post researched GoldMine in detail but without the meticulous efforts of a knowledgeable supplier they do not believe the project would have been as successful. ***“Preact have been very helpful. The individual training sessions have assisted our knowledge of the system and how to get the most out of it. Preact also raised awareness of new products that can help streamline process and ways of making the system more personalised to the way TNT Post works,”*** explains Leah Hendin.

Continuing the praise of the product and their solutions provider, Leah declares, ***“If we didn’t have Goldmine the consequences could be potentially devastating. Without GoldMine, a new salesperson would be quoting blind and wouldn’t know the history of the customer and prospect base. New staff will know at a glance everything about our customers and prospects. They’ll know why we may not have won a deal previously and ensure the same mistakes are not made when re-quoting.”***

## Return on investment

GoldMine has made TNT Post more efficient in a short period of time and will continue to be major contributor their success. By using GoldMine the company is able to quote far more competitively by understanding who their competitors are for each transaction and how they factor into their sales proposals. ***“Basically, we are automatically building up an easy access rate card that everyone can benefit from,”*** says Ian Lacey. ***“All TNT Post customers will have a slightly different quote and with GoldMine the staff are able to see what has been previously said or quoted to clients while ensuring they are providing the right payment terms and do not risk appearing unprofessional.”***



## ABOUT PREACT CRM

Preact is an independent Customer Relationship Management (CRM) consultancy supplying high quality solutions to businesses in the private sector as well as charities and educational organisations.

For over 15 years, Preact has helped numerous organisations select, implement and achieve tangible results with CRM. As an accredited supplier of four distinct solutions, ACT!, GoldMine, Sage CRM and Microsoft Dynamics CRM we offer customers the benefit of a broad and impartial view of the CRM market.

## CRM EXPERTISE

At Preact we believe in providing impartial pre-sales advice combined with proven implementation skills to help businesses gain rapid and long term benefits from their investment in CRM. We understand the competitive advantage that CRM can leverage by sharpening sales, service and marketing efficiency so our experienced consultants work closely with clients to design and deploy systems precisely in line with individual businesses needs.

We complete over 150 CRM projects each year for customers in numerous industries with varying sized deployments from 1 to 200+ users. Our Microsoft Gold Partner certification and our status as a top 10 Sage and FrontRange Solutions business partner reflects our ability to deliver complex and innovative solutions.

Our recent CRM projects have included implementations for John Lewis Plc, ThomsonLocal.com, Scottish & Southern Energy, Cranfield University, DPAS Dental Plans, Europa Worldwide Logistics and Marie Curie Cancer Care.

## LEADING CRM COVERAGE

- Unrivalled coverage of ACT!, GoldMine, Sage CRM and Microsoft Dynamics CRM
- UK's most experienced ACT! reseller
- Best online pre-sales resources for Microsoft Dynamics CRM, Sage CRM, GoldMine and ACT! content
- Free demonstrations, web presentations and proof of concept consultancies available

