



“Through Dynamics CRM we now have up to date, accurate management information that we’ve completely personalised to our specific needs, and that’s enabling us to make more informed strategic decisions.”

*Dan May, Commercial Director
ramsac*

Overview

Industry

IT Consultancy & Support

Business Situation

ramsac sought a new relationship management solution to improve their process efficiency, connect staff to a single data source & provide scalability to support future growth.

Solution

Microsoft Dynamics CRM was deployed to 40 users.

Benefits

- Created increased process efficiency by reducing manual administration tasks
- Improved service & responsiveness by connecting all field & office based staff to a shared CRM database
- Real-time reporting of key metrics throughout the business has supported more informed management decisions.
- Enabled all company processes to be managed from a single interface.
- Improved cash-flow by shortening billing timelines

Background

ramsac are a leading IT strategy and support consultancy based in Surrey supporting over 5,000 end users and responding to over 20,000 support requests each year.

As an outsourced IT specialist ramsac offer everything from phone support to part time IT director fulfilment including solutions for schools, charities and small to medium enterprises.

The Situation

Following several years of sustained growth ramsac needed to streamline their operations and remove risks of potential human error from their processes.

ramsac’s legacy Customer Relationship Management application was no longer supported so a new solution was sought that would improve their process efficiency and support further business growth.

The Solution

As IT experts ramsac needed no introduction to Microsoft’s solutions as commercial director, Dan May explains: “We use Microsoft products extensively across the business and everyone is used to the Microsoft Office. When we looked at Dynamics CRM we immediately realised that it would be incredibly intuitive for any users already familiar with Outlook and Office.

It was also infinitely configurable to adapt to our needs and we liked the many off the shelf plug-ins that made it a cost effective tool to develop.”

“Through CRM work flows and processes we’ve automated much of our work and our team are encouraged to work in line with best practices because Microsoft Dynamics thinks ahead and creates the next task or activity for them.”

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Commercial Director
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The Results

ramsac deployed the on-premise edition of Microsoft Dynamics CRM to connect their teams and manage all their key process:

“We’ve implemented Dynamics throughout the business, everything from Sales and Marketing to Service Delivery, Finance to Operations, Purchasing to Technical support.” continues Dan.

“The whole company is now working with one centralised set of data, ensuring that we all have immediate access to significant customer information. It’s also enabled us to become a paperless office - we hold all data including our time sheets, purchase orders, schedules and quotes in CRM so we no longer have desks full of paperwork!”

As a process driven company ramsac were eager to apply the workflow management capabilities of Dynamics CRM to deal with one of their main project aims. Dan May reports that their expectations have been exceeded:

“Through CRM work flows and processes we’ve automated much of our work and our team are encouraged to work in line with best practices because Microsoft Dynamics thinks ahead and creates the next task or activity for them.”

There are numerous instances where Microsoft Dynamics has improved ramsac’s processes and Dan cites one example that has benefited their service delivery team:

“We’re now able to enter our engineer time sheets directly into CRM which means we no longer have to wait for the engineers to have an office day in order to return their paperwork. As a result, we’re now billing in real time and reducing our billing time scales.”

“We manage our on-site tasks through Microsoft Dynamics so when an engineer completes a task the follow up is instant - they no longer wait until the end of the day to submit a report. If they complete a task at 9am that needs follow up action it’ll be immediately assigned to the office team for urgent attention. By sharpening these processes Dynamics CRM has enabled us to respond to clients up to a day earlier than we previously achieved.”

Dynamics CRM has given ramsac the flexibility to manage all its relationship information in a single application as Dan explains:

“As well as using CRM to track our sales, servicing and marketing campaigns we also store all of our clients networking information and inventories into Dynamics. That’s enabled our on-site and off-site technical teams to have access to the same set of data and easily keep it updated.”

“Preact have consistently delivered a high level of customer care and attention to detail. I find their team to be professional, knowledgeable, credible and responsive.”

We have worked with other developers in the past and I’ve never had more confidence in a firm than I do with Preact. Their technical knowledge of the Microsoft Dynamics platform is second to none.”

***Dan May
Commercial Director
ramsac***

Another significant benefit that ramsac has gained from Dynamics CRM is better business reporting: “Its reporting function has revolutionised our leadership team meetings” confirms Dan.

“Through CRM we now have up to date, accurate management information that we’ve completely personalised to our specific needs, and that’s enabling us to make more informed strategic decisions.

We can report on the obvious things like sales performance and pipeline information, but we also see staff utilisation reports, customer trends and statistics, purchasing information, marketing campaign results, chargeable time availability and support call SLA performance.”

ramsac partnered with Preact to develop and support their Microsoft Dynamics CRM system and Dan enthuses about the value of the relationship: “Preact very quickly understood our business needs and processes and they’ve given us a solution that has met all of our needs.

They work with us on an on-going basis as we further refine and develop this. Every time we have a new idea, or an additional CRM requirement they listen and propose a practical solution. So far we haven’t thrown anything at them that they have not had an answer for!”

Dan finds Preact’s approach similar to their own ethos:

“They are highly technical, product experts, but remain focused on business needs, and great service. Their support desk staff are knowledgeable, efficient and friendly and their technical consultants get the job done with the minimum of fuss. I really like the professional but realistic standards in their work, they understand the SME space well and don’t make outlandish proposals that would be unaffordable for most medium sized firms.”

Dan has already introduced several organisations to Preact and has no hesitation in recommending their CRM services:

“Preact have consistently delivered a high level of customer care and attention to detail. I find their team to be professional, knowledgeable, credible and responsive. We have worked with other developers in the past and I’ve never had more confidence in a firm than I do with Preact. Their technical knowledge of the Microsoft Dynamics platform is second to none.”

In conclusion Dan confirms the ramsac management team are delighted by the results they’ve achieved: “Microsoft Dynamics has saved us the overhead of investing in further administrative posts and it’s definitely reduced the error rate across our business. It’s given us sensible real-time information on which to base decisions and we’re certain there’s even more to come!”

For more information

To find out more about Preact and Microsoft Dynamics CRM please call 0800 381 1000 or +44(0)1628 661 810

Or, visit www.preact.co.uk

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About ramsac

Since 1992, ramsac has been delivering IT support and strategic IT consultancy advice.

From the moment you talk to ramsac you are made a promise that IT will become stress-free.

ramsac offers a 'menu' of outsourced services that allows clients to match their individual needs.

For some clients it may simply be support at the end of the phone, for others a part-time network manager, for many businesses it's help in developing a longer term overall IT strategy. Whatever the requirement clients are guaranteed impartial, jargon-free advice.

The end result is that any business can now get top level joined-up grown up IT advice for a fraction of the cost.

With a 97% customer retention rate over the last five years, and a name within the industry for exceptional customer service, it would seem ramsac's stress-free proposition is no empty promise.

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About Preact

Preact is an independent Customer Relationship Management consultancy working with all types of business in the private sector as well as charities and educational organisations.

As multiple award-winning CRM architects, Preact have been helping all types and sizes of businesses achieve success from their CRM strategy since 1993.

By taking a product agnostic approach to pre-sales we help organisations develop a CRM solution that will meet their immediate requirements and support continued business growth.

All of our project team hold the highest accreditations. These include Microsoft CRM Implementation, Customisation and Developer Certifications, Microsoft Surestep Project Management and Prince2 accreditations, Scribe Certification and awards for customer service and sales achievement, ensuring that each requirement is expertly managed at every stage.

Preact provide assistance across all Microsoft Dynamics CRM implementation phases including scoping, database development, CRM integration, user training and technical support.

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