



**CRM Offering Daily Productivity Improvement  
and Providing Business Critical Successes**

**Client :** Betech 100pt  
**Vertical Market :** Distribution  
**Requirement :** Time saving touches for a slicker operation  
Leading edge tools for a competitive advantage  
**Solution:** GoldMine

**Benefits to Betech of GoldMine delivered by Caltech :**

Guaranteed time saving tool  
A robust, proven and popular CRM product deployed  
Move away from spreadsheets and unreliable data sources  
Critical management information  
A solid foundation to drive the business forward

**“The transformation was achieved when we took on GoldMine, making us leaner and meaner. It was revolutionary”. Chris Benson, Managing Director, Betech 100pt**

A competitive edge for any organisation whilst always a desirable aim, is often difficult to achieve. Many organisations that have failed to stride ahead, may suffer problems with the quality of service and in severe cases, business closure. With the correct tools and vision, this can be avoided, and in fact the business using these tools to the maximum, can become leading edge.

Betech 100pt, was established in February 1989 and today are the U.K. leading Trade distributor and stockist of Power Transmission / Automation products and primary trade suppliers for : Baldor-Dodge-Reliance, Motovario, Mitsubishi Electric, Sprint Electric, Warner Electric, Boston Gear & Matrix as well as our own 100% Trade Brand of 3ph & 1ph AC Motors & Inverters.



Betech's aim is to build strong partnerships between their resale Trade Partners and end user customers. This gives end users access to ex-stock, world class quality products and exceptional, local support from Trade Partners up and down the country. At the same time, Betech's trade resellers get **100% trust, loyalty and support.**

### **Why CRM?**

In 1999 Betech decided it needed a system to help consolidate its vast amount of information and increasing volumes of paper based filing.

Betech's Managing Director, Chris Benson explains, "Although we were working well, we also knew that in order to grow with the same headcount we needed a much better system. Paper based documents would be waiting to be filed, and as the work load increased it became difficult to share information effectively".

Initial meetings with Caltech, highlighted to Betech, that the best way of organising this information would be through the use of a customer relationship management solution.

GoldMine was chosen as the solution at that point. GoldMine allows users to automate processes, streamline the sales cycle, boost team collaboration and improve customer satisfaction. Chris Benson, Betech explains:

**"We were looking for a solution that could support and add value to the business, and also give us information to deal effectively with our plans for growth".**

### **Over the Years**

The GoldMine solution was implemented and Betech were impressed with its benefits immediately, as all their information was held in a central place accessible to Betech's team.

GoldMine software became a major part of Betech's processes.

Caltech also demonstrated a number of additional solutions that Betech required.

Chris says "These add on solutions listed below were critical to our success, and were all integrated with GoldMine".

QuoteWerks : Quoting software – simple and easy to use, it seamlessly uses contact information in a CRM system



Omnirush : Allows sending of faxes out of GoldMine, as quickly as email.

MasterMine : A GoldMine integrated business intelligence tool which allows the user to easily build flexible reports, lists and graphs using information from GoldMine

Tapilink : A GoldMine integrated call recording and power dialling tool

WMobile : W Mobile allows wireless mobile access that works on any wireless data device.

### **Competitive Advantage**

The way that Betech have exploited its IT CRM system, and add on solutions, have enabled their organisation to be lean and very competitive.

“QuoteWerks gave us a huge advantage as we are able to provide professional accurate quotes quickly, and what’s more the information is stored in the customer file in GoldMine. Chris continues, “This made us slick as an organisation and gave us a leading edge in the marketplace”.

### **Standing the Test of Time**

Betech had the vision and bravery to invest in a CRM system in 1999. Betech saw the benefits and exploited the systems to the full. This was revolutionary for them as a business.

**“The return on investment through our IT systems, has been considerable. It gave us an edge. 10 years on, Betech and Caltech are still working together effectively”.**

### **The Wider Benefits**

The Caltech solution brought a number of significant benefits to Betech:

Improving business processes, slicker and leaner

Increased efficiency of staff

Professional, quick and slick image to their partners, suppliers and competitors

Ability to respond effectively to the demands of challenging markets

Provision of outstanding customer service



### **Get in Touch**

To see how you can benefit from a Caltech solution, please contact us on

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### **About Caltech**

Experts in the application of CRM (Customer Relationship Management); highly skilled in the software we implement, Caltech work hard with clients to understand their business requirements and deliver to their needs.

Established in 1999 and based in Yorkshire, Caltech are specialists in CRM and we are totally focused on our customers. We have consistently, and successfully, implemented CRM solutions from small 2 – 3 person companies, to some of the largest organisations in the FTSE 100.